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SCHARFFEN BERGER CHOCOLATE MAKER



INTRODUCTION


The Scharffen Berger Chocolate Maker case delves into the strategies and management issues that a craft chocolate **الات** organisation, specialising in making chocolates with **責** endpoints and highly-rated quality products, encounters





GROWTH STRATEGIES


There are several strategic prospects to the company to deal with in order to foster its growth. Such organizational strategies as diversification of product offering, market extension or optimization of operations may be available.





BRAND INTEGRITY


Scharffen Berger's source of competitive advantage is therefore its brand image which it has developed as being an elite player in the sector. The reputation built with such measures can be jeopardy by scaling operations.





CONCLUSION

Examining the Scharffen Berger Chocolate Maker case brings a clear understanding of strategic management issues and how quality and scalability have to be adjusted to. This chapter shows how analyzing production processes as well as the market environment and brand strategy allows To and Go members to address the growth-proximity paradox while maintaining their organizational values.





RECOMMENDATION

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