

Individual Investigation Report: Vollenweider Chocolate = Rapor Investigasi Individu: Vollenweider Chocolate

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Abstrak

Perusahaan seperti Vollenweider Chocolate yang memiliki kompetitor seperti Lindt dan Toblerone harus bisa mengembangkan bisnisnya agar bisa terus bersaing. Dalam tugas ini, saya akan mendiskusikan cara yang bisa dilakukan oleh Vollenweider Chocolate agar bisa bersaing dengan cara meng-ekspansikan brand-nya ke negara-negara lain selain negara asal yaitu Swiss dan aspek apa yang bisa dijadikan keuntungan dalam bersaing dengan kompetitor.

<hr>Company such as Vollenweider Chocolate who has competitor such Lindt and Toblerone has to be able to increase its business to be able to compete. In this report, I will discuss how and what Vollerweider Chocolate need to do in order to compete and expand their business and brand to another country other than their home base country and other aspect of its business that can be utilized as advantages in competing with its competitor.