

Lindt Chocolates

Parent Company

Lindt

Category

Chocolate

Sector

Food Products

Tagline/ Slogan

Master Swiss Chocolatier since 1845

USP

Finest cocoa used for preparing finest chocolates

STP

Segment

People looking to have high quality premium chocolate

Target Group

All age groups middle and upper class people

Positioning

Best chocolate maker with best cocoa and ingredients used

SWOT Analysis

Strengths

1.Global brand ambassador

2.Excellent brand name and brand presence

3.High brand loyalty

4.Great taste and packaging

4.Highly regarded as a global chocolate brand

Weaknesses

1.Expensive chocolates

2.Not easily available

Opportunities

1.Tap growing cities and retail chains

2.Have more variety and smaller gift packages

Threats

1. Other competing chocolate brands

2. Calorie conscious people

Competition

Competitors

1. Toblerone

2. Ghirardelli

3. Ferrero Rocher

4. Cadbury

5. Nestle

6. Unilever

7. Mars

8. Hershey's