

CONNECT
TO SUCCESS

Connect to Success Consultee Profile

Logo:



Name of Company: Pedacos de Cacau

Give a brief description of the company:

The Pedacos de Cacau® is a small company located in Vila Nova de Gaia is engaged in the production of sweets with chocolate, including bonbons, truffles and other chocolate products.

The result of a great passion for chocolate, in March 2013 born Pedacos de Cacau® project, becoming national trade mark registered in January 2014 and marking the beginning of its activity in finance that year. In April 2015 the Cocoa pieces joined the Sociedade Ponto Verde and is currently authorized to use the trademark "Green Dot" on the packaging. Currently produced products are sold through the online store - https://www.facebook.com/PedacosDeCacau/app_519984624691308.

The mission of Pedacos de Cacau® is to provide unique moments of tasting, joy and pleasure to all who prove their products.

All products made by Pedacos de Cacau® are made-up and decorated by hand, using raw materials of high quality, giving the final product a touch of excellence, for the good of enhanced sensitivity and true connoisseurs. We offer our customers handmade products of superior quality, always fresh and tasty.

The chocolate used is from Belgian cocoa planted through sustainable practices may be black (minimum 54% cocoa), or white chocolate (with a minimum of 28% cocoa), or milk chocolate (with a minimum 34% cocoa), with filling the customer's choice.

In addition to the production and marketing of candies and chocolate truffles we organized the Atelier de Chocolate Petit Chef dedicated to the youngest. The workshop aims to teach all the steps in the preparation and decoration of delicious pralines, ganaches for the filling and chocolate lollipops, promoting the sharing of flavors, commitment and creativity of the smallest during the confection.

+ info:

Site: <http://pedacoscacau.wix.com/pedacosdecacau>

Facebook: <https://www.facebook.com/PedacosDeCacau>

Loja Online: https://www.facebook.com/PedacosDeCacau/app_519984624691308

Pintrest: <https://pt.pinterest.com/pedacoscacau/>

Instagram: <https://instagram.com/pedacoscacau/>

What does your business hope to achieve through Connect to Success's MBA/Masters Consulting Program?

We would like to draw up a more detailed business plan with the definition of lines of action that would make the Pedacos de Cacau® of a business more profitable economically. A need also detected is the development and support to implement a marketing plan..

The expected results are:

- Business Plan preparation with the definition of investment strategies, as well as providing analysis of documents, creation of budget models and investment support tables.
- Creating a marketing plan and support its implementation.
- Support for the dissemination of the brand.