



Export issues in chocolate industry

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Content

- ❖ **Market**
- ❖ **Competitive supply**
- ❖ **Finance**
- ❖ **Production**
- ❖ **Raw-materials**
- ❖ **Time and comfotability at
workplace**

Market

- ❖ **building and development of business relationships**
- ❖ **organization of exhibitions and other advertisement/marketing activities**
- ❖ **promotion**
- ❖ **effective logistic and other infrastructures (transport)**

Competitive supply

- ❖ **Specific supply (offer)**
- ❖ **Consistent supply**
- ❖ **Application of modern, advanced technologies**

Finance

- ❖ **Financial resources for assuring continuous work of production chain**
- ❖ **Partner relationship with banks**

Production

- ❖ **Appropriate facilities with proper infrastructure**
- ❖ **Equipment/ tools**
- ❖ **High-quality labour and management**
- ❖ **Formation of internal systems of food security and quality control**

Raw-materials

- ❖ **Imported raw-materials**
 - **existence of consistent quality**
- ❖ **Local raw-materials**
 - **inconsistent quality, not complying to standards**
- ❖ **Underdeveloped system of agricultural products' manufacturing**
- ❖ **Speculative prices**
- ❖ **Lack of business conscious**
- ❖ **Lack of links between supplier and producer**



Time and comfort workplace

**Do not torture us,
the business people!!**