**Hotel Chocolat – Getting to know a little bit more about a business**

Conduct some research to find out the answers to the following questions

Useful sources of information include the BBC website, Guardian online, tutor2u.net

1. When was the business founded?
2. Who was the business founded by?
3. How much did the founders make when the company was listed on the stock market?
4. What is the businesses approach to pricing? Why do you think they have opted for this approach to pricing?
5. The company has recently acquired a beauty brand. Read the article and explain why you think they have done this. <https://www.bbc.co.uk/news/business-57552277>
6. How does the business distribute its product to its customers? (the company has some innovative approaches to this and can you find out what happened with one of its methods of distribution?)
7. Why was Hotel Chocolat in dispute with Waitrose? How did they approach this? Why was this a clever strategy to adopt?