



Rocky Mountain Chocolate Factory

Marketing Planning

The Customer

Established in 2018, Rocky Mountain Chocolate Factory is a small franchise in Rexburg, Idaho that is owned by Nyle and Sherri Fullmer. They currently have 6 full-time employees. They were one of the first sweet shops in the area to start making hand-dipped caramel apples. In addition to their signature caramel apples, they also sell other items such as fudge, hand-dipped chocolates, Rice Krispie treats, ice cream, and frosted lemonade.

The Situation

Rocky Mountain Chocolate Factory does not have a lot of foot traffic or repeat customers. They want to understand their target audience better and find a way to appeal to the local community. In addition, they have a lot of competitors and would like to research the marketing tactics that they are using to gain customers. They would also like to expand their business to include online sales.

The Solution

The Rocky Mountain Chocolate Factory (RMCF) contacted the Research and Business Development Center (RBDC) in 2023 and informed them of their need for in-depth marketing research. In response, the RBDC immediately put together a team of student interns from BYU-Idaho. Within three months the team researched the target market, analyzed competitors, conducted 2 surveys, researched online selling platforms, performed a SWOT analysis, created buyer personas, and developed marketing tactics and recommendations to help solve the previous issues.



Community Assessment

The interns assessed the community in the following ways:

Public Surveys

- Posted a Google survey in multiple Facebook groups within the Rexburg community to understand brand awareness and preferences
- Placed a QR Code at Rocky Mountain Chocolate Factory in various locations to understand geographics and product satisfaction

In-Depth Target Market Analysis

- Researched Rexburg Demographics, Geographic, Psychology, and Behavior
- Researched BYU-I statistics and local resident statistics

Competitive Analysis

- Researched marketing tactics of competing stores
- Compared products and prices of similar stores




Marketing Recommendations

- Use catchy and unique captions to marketing
- Create characters on the Oreos
- Emphasize the unique and one-of-a-kind recipe more
- Business and community events have been very successful at bringing in new customers
- Giveaways are known to bring in new customers and create more awareness for other companies
- Have a rotating menu that keeps people excited
- Start text message marketing
- Try online selling through Etsy



Development of Public Surveys

Public surveys were distributed electronically in various Facebook groups and within the Rocky Mountain Chocolate Factory via a QR code. While survey responses were minimal, they did give us some great insight into store awareness and what customers thought of the products. Here are some of the results that we obtained from the survey:

Customer Awareness		
Aware of Store	67%	
Visited Store	56%	
Prefer RMCF	60%	
Rated Products 9 or 10	58%	

In-Depth Target Market Analysis

We also gained a lot of insight about the target market by performing an in-depth target market analysis. By using this information, we were able to create an accurate buyer persona. We also learned, among other things, how Rexburg residents live, what they care about, and how they shop. This enabled our team to know the best way to market to them, which influenced the recommendations that we made. Here is a chart showing some of the facts we discovered:

TARGET MARKET ANALYSIS

