



Chocolate Graphics International South Eastern Europe

INTERNATIONAL BUSINESS OVERVIEW (IBO)

We'll
put your name
on everyone's lips!



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Also attached :

- **Registration Form**
- **Non-Disclosure and Non-Use Agreement (NDNU)**

Introduction

Chocolate Graphics International Pty Ltd is the owner of internationally patent protected that produces chocolate products with high-definition graphic chocolate embossing. The process is able to emboss any image, message or photograph onto chocolate with unprecedented clarity, and best of all, the final product *is completely made of chocolate*.

These innovative products can be made in almost any flat shape, size, flavour and in many different colours, making them ideal for a wide range of uses and markets.

With the international chocolate market currently worth around \$US75.5 billion per annum, the opportunity for this product is endless... the market is huge .. and there is no other product that can deliver the same high definition and quality.

Background

In 1988 an Australian inventor conceived the original Chocolate Graphics process. His method was crude and extremely slow, and unfortunately no positive marketing action was taken until 1996 when three Australian businessmen purchased the rights to the process.

In July 1999 the patents, applications and manufacturing rights were purchased by John Taylor, an experienced international entrepreneur who had kick-started many small businesses both in Australia and overseas.

A strategic focus and innovative marketing strategies were introduced to ensure that the future company became a profitable entity. By rebuilding the technology and redeveloping the intellectual property, including the registration of four new international patents, the Chocolate Graphics concept became a commercial reality.

Since that time the process has been significantly upgraded to incorporate state-of-the-art laser and automated technology, raising the production capability of a semi-automated Production Centre to 100,000 pieces per day (dependent on shape & size).

The company has now established Master Licensees in many countries throughout the globe, including the UK, USA, UAE, Australia, New Zealand, Malaysia, Russia, China, Singapore, Denmark, Poland, Romania, Qatar, Greece and South Africa.

The Opportunity

The Chocolate Graphics team is extending to applicants with marketing and management expertise the opportunity to share in this chocolate success story by becoming part of the International Chocolate Graphics Group as a Licensee.

Chocolate Graphics Licensees benefit from an exceptional product and well trialled model, yet still have the flexibility and autonomy to develop their own business. Most importantly, the Chocolate Graphics process is so remarkably simple and straightforward that there is no need for prior technical experience.

In order to cater for international demand for the product, Chocolate Graphics has chosen to expand into international markets using a licensing strategy.

Under this strategy Chocolate Graphics Licensees benefit from:

- Access to the ultimate graphic promotional chocolate product, which offers :-
 - High definition graphic printing
 - 3D embossed graphics (3 levels of printing)
 - The option of multi-coloured graphics
 - The option of a centre filling
- The registration of patents internationally and nationally registered in nineteen countries to protect both the manual and semi-automated manufacturing processes.
- Design and manufacture of production machinery - supported with detailed operational manuals.
- Provision of a well-designed and practical Production Centre, which is included in a package to appointed Licensees.
- The design of promotional programs, marketing and packaging concepts - along with an International website to drive business growth.

Under the licensing strategy Chocolate Graphics offers 3 levels of Licences (all levels will be discussed in detail later):

- Production Centre PCL
- Regional Master Licence RML
- Master Licence ML

Most importantly :
**It is possible
to recover all initial capital funds
outlaid for the licence fee within 18-36 months**

With *brand awareness* and *customer retention strategies* remaining the focus of marketing efforts worldwide, the Chocolate Graphics product and process is well positioned to achieve impressive sales revenue and excellent returns on investment.

The Market

The markets for the Chocolate Graphics product are limited only by your imagination. Below is an overview of some of the identified target markets.

Corporate Promotional Gifts

The business world has a continual requirement for products to assist with their marketing, promotional efforts and social events. Personalised chocolates provide a very cost-effective and memorable marketing tool.

The opportunities here are endless and include :-

- Banks for conferences and customer gifts
- Airlines for first class and lounge club members
- Shopping centres for promotions
- Multi-national companies for corporate functions, seminars, product launches and promotions
- Clubs for membership promotions
- Government departments for conferences
- Television and Radio Stations for promotions
- Car dealers as a gift with purchase and for product launches

Restaurants, Hotels and Catering Services

Restaurants and catering services are some of the most consistent areas of business, as they continuously require chocolates for their customers.

Included in this segment are hotels and motels for their dining tables, conferences, pillow chocolates, and special events. Restaurants often use the personalised chocolates as coffee accompaniments or as a topper for desserts.

Weddings

Personalised chocolates provide the bride & groom with a totally unique option for their wedding favours.

Some ways they have been used include:

- Unique guest gifts with photographs and (eg) thank-you messages from the bride & groom
- Personalised chocolate menus
- Special chocolates with the bride & groom's photographs and names served at the dining tables

Special Days

There are many special days throughout the year when friends, family and lovers use these unique chocolates as an expression of thought, love and congratulations.

Some of these days include :-

- Valentines Day
- Mothers and Fathers day
- New Years day and Religious Holidays
- National Holidays

Gifts

In this world of unlimited gifts, chocolates continue to dominate as a very popular option. Some occasions where personalised chocolates are used include :-

- Birthday celebrations
- Engagements & Anniversaries
- Corporate rewards
- Birth Announcements

Retail Market

Due to the growth in other market segments Chocolate Graphics has only recently entered the retail market. This market segment is considered to hold the most potential. Although there are no statistics available, this potential is limited only by your imagination and creativity.

The Licensing Structure

There are three levels of licensing available. Following is a brief overview of each of the entry points for a Chocolate Graphics Licensee:

1. Production Centre Licence (PCL)

A Production Centre Licence is a licence to produce and supply the Chocolate Graphics product to an area of approximately 1 to 2 million people. Production Centres can be equipped with either manual or semi-automatic equipment.

The core business for a Production Centre Licence is:

- Restaurants and hotels
- Small to medium businesses
- Weddings & Anniversaries
- Annual Holidays – eg Valentines Day, New Year
- Special occasions
- In general, smaller volume orders

2. Regional Master Licence (RML)

The Regional Master Licensee has a licence to supply the Chocolate Graphics product to a specific regional area. The Regional Master Licensee can also set up a structure of Production Centre Licensees within their allocated territory.

A Regional Master Licensee is able to develop Chocolate Graphic markets within two or more countries and has the option of running his own Production Centre in his region.

The Regional Master Licensee has a semi-automatic production facility with the capacity of producing a large volume of product per day.

The core business for a Regional Master Licence is:

- Large volume runs
- National accounts
- Corporate promotions

- Large Restaurants and Hotels
- The core clients of a PCL (see item 1) if none are appointed

3. Master Licence (ML)

The Master Licensee is the national headquarters set up overseas the Chocolate Graphics industry within a country. The Master Licensee can choose, in agreement with Chocolate Graphics International, the distribution strategy to be adopted. The Licensee may choose to manufacture product from one central production facility, or diversify production by setting up a structure of Production Centres within his country.

If the licensing strategy is chosen, the Master Licensee's objectives will be to promote and sell licences within their country, and then provide ongoing support for this network.

Summary

The Chocolate Graphics product is unmatched in its uniqueness and quality. To our knowledge no product exists in the marketplace that compares with the Chocolate Graphics patent-protected technology of *embossing chocolate onto chocolate*.

Personalised chocolates have unlimited market potential. Whether you are interested at a local, regional or national level Chocolate Graphics International has a program that will train and support you to ensure your success.

We invite you to further review this exciting business opportunity by completing the Registration Form and signing the Confidentiality Agreement (NDNU) that are enclosed with this document. Please ensure that an independent person witnesses these documents. Once we receive the forms from you (either by email or fax) we will send you further information to assist you in evaluating this business opportunity and the exciting rewards it has to offer.

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