

Dear Lit Fai,

Thank you for agreeing to take part in our Strategic Brand Management assignment.

As a participant, we require you to keep a diary for a week. The following are guidelines for you to follow when writing your diary:

1. Did you purchase chocolate?
 - a. Yes/No
 - b. Which
 - c. Where
 - d. When

2. Did you eat chocolate?
 - a. Yes/No
 - b. Which
 - c. Where
 - d. When

3. Your chocolate experience:
 - a. What factors led to your chocolate choice?
 - b. How did you make your decision (e.g. time taken)?

4. Overview of your day: a summary of your activities during the day

We look forward to reading your insights.

Thank you,
Team [Win!]

Day: Monday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today I did not eat any chocolate. However, I ate a chocolate muffin in my canteen around 3 pm.

Overview of your day:

Usually, Monday is the most challenging day in a week for me since I have to overcome my urge to stay in bed for a little while longer (thanks to weekends). I woke up at 7 am, and prepared a simple breakfast consisting of two eggs and bread with jam. I caught my bus at 10 past 8 and headed to my office. I reached my office by 9 am. We had an internal meeting which lasted until 11 am. I went down with colleagues for a lunch break to my office's canteen and returned to my desk at 1:30 pm. Later, at 3 pm, I decided to have a small break and went to coffee shop across the street. I bought a cup of coffee and a chocolate muffin. I went home at 6:30 pm, my priority is family, that is why I did not intend to stay until 8 pm like most of my colleagues do. I came back home at 7:45 pm and had my dinner with my family at 8 pm. I played with my 2 years old daughter for 1-2 hours and went to sleep.

Day: Tuesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

I did not consume or purchase any chocolate or any chocolate-related products that day.

Overview of your day:

Like yesterday, I woke up around 7 am today. Then I had a breakfast prepared by my wife. I arrived at my workplace at 9 am. However, we had no meeting for today, so I could focus my day on research paper that was requested by Ministry of Health a week later. The day was so productive in terms of work that I almost skipped my lunch. I went home at 8 pm. My wife had an extended meeting and was a bit late. Our family had dinner by 9 pm. I was so exhausted that I went to sleep by 10:30 pm.

Day: Wednesday

Purchase chocolate (Yes/No): Yes

Which: Kinder Bueno

Where: 7-eleven near office

When: 4pm

Eat chocolate (Yes/No): Yes

Which: Kinder Bueno

Where: At my desk

When: 4:15 pm

Your chocolate experience:

I usually eat only products which I tried before. I am not very inclined to choose new products – it usually happens when somebody offers me a new brand of chocolate or if I am really hungry and there are no substitutes around. I chose Kinder Bueno because it tasted nice and also I had it before. It took me less than 10 seconds to choose Kinder. There were other type of chocolates, of course, but some were new to me and some such as Mars or Snickers I did not like. I do not like when chocolate is sticky: Mars and Snickers have caramel in them which was sticky.

Overview of your day:

Schedule was same as yesterday. However at 2 pm I was given an unexpected task from Ministry of Health. After a short meeting with everyone in my team I went down to 7-eleven to grab something to snack on. I chose Kinder Bueno. With Kinder, I bought a cup of coffee from a coffee machine. I did not want to slack off, so that is why I chose to buy coffee and chocolate really fast and go back to work as soon as possible.

Day: Thursday

Purchase chocolate (Yes/No): Yes

Which: Kit Kat Chunky

Where: 7-Eleven

When: 4pm

Eat chocolate (Yes/No): Yes

Which: Kit Kat Chunky

Where: 7-Eleven

When: 4:15pm

Your chocolate experience:

I used to eat Kit Kat since I was a small kid. Come to think about it, most kids in UK grew up with Kit Kat. Up to now Kit Kat remains a chocolate I always consider to buy. I always switch my options for chocolate among Kit Kat, Aero, and Kinder Bueno. Kit Kat Chunky is my favourite line of chocolates from Kit Kat. I don't even know the real reason, maybe it is because I am lazy and do not want to break small-sized bars or it really feels tastier

Overview of your day:

Morning part of my day remained intact. After my lunch break I was working on new legislation that had to be passed to the Ministry of Health for verification. My paper seemed good to the ministry so I decided to take a break and celebrate my mini-achievement for that day. At 4 pm I went down to 7-eleven and bought a Kit Kat Crunchy bar. I was picking mostly, as always, what I have tried and liked before.

Day: Friday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today I did not eat any chocolate.

Overview of your day:

The schedule remained the same. I did not bother to treat myself with anything special. I just wanted to finish my work as soon as possible.

Day: Saturday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today I did not eat any chocolate.

Overview of your day:

I stayed the whole day in my house and did not go anywhere. I wanted to regain both mental and physical strength from the last week's workload. Fortunately there are no special requests from the Ministry so that I do not have to work overtime. Hopefully tomorrow our family will have a trip to botanic garden.

Day: Sunday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today I did not eat any chocolate.

Overview of your day:

I went out with my family from the house at 8 :30 am and arrived at botanic garden by 9:30 am. I took plenty of pictures of my daughter. I was already happy just seeing her playing with my wife. I bought some ice-cream on our way home. We ended our trip by 1 pm and had lunch at home. The rest of the day I spent on reading fairy tales to my daughter and watching movies and news on TV.