

Dear Hui Xin,

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: Sunday**

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: While watching TV

Your chocolate experience:

While watching TV, I need something to munch and I found a couple of leftover Kit Kat bars in the Kitchen

Overview of your day:

Today I went to Palawan Beach with a group of friends. Over the evening, I went to Church with my family, followed by a dinner with them. Feel a bit sad since the first week of term break has just passed away.

**Day: Tuesday**

Purchase chocolate (Yes/No): Yes

Which: Kit Kat Tiramisu

Where: Chocolate shop over Lucky Plaza, Orchard Road

When: Afternoon

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: While watching TV

Your chocolate experience:

I was browsing chocolate products at one particular shop in Lucky Plaza when I found an interesting Kit Kat with a different packaging. Hence, I tried to buy and give it a try. Oh and by the way, my tuition teacher brought me an extra Kit Kat. So I guess, I will have enough Kit Kat stock for the next few day. As mentioned before, while watching TV, I need something to munch and it was a good time to try the Kit Kat bought at this afternoon.

Overview of your day:

Today I went to Palawan Beach with a group of friends. Over the evening, I went to Church with my family, followed by a dinner with them. Feel a bit sad since the first week of term break has just passed away.

**Day: Wednesday**

Purchase chocolate (Yes/No): Yes

Which: Hershey's Kiss

Where: Hershey Shop – Raffles City Link

When: While shopping

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Stopped by Hershey's shop along the Raffles City Link. Hershey's Kiss is one of my favorite confectionery products.

Overview of your day:

Today I went to town area for window shopping and meeting my tuition teacher to get his treat after passing my English exam in a good grade.

**Day: Thursday**

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

N/A

Overview of your day:

Didn't do much for today. Spent the whole day watching Running Man (Korean TV Show) and doing my essay homework.

**Day: Friday**

Purchase chocolate (Yes/No): No

Which: No

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Hershey's Kiss

Where: Home

When: Watching TV

Your chocolate experience:

I think I am getting addicted to chocolate. I keep eating chocolate while watching TV. And, this time it is Hershey's Kiss – one of my favorite.

Overview of your day:

Suddenly I am craving for Vanilla Ice Cream Waffle from Cold Stone Creamery.

**Day: Saturday**

Purchase chocolate (Yes/No): No

Which: No

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: No

Where: No

When: -

Your chocolate experience:

N/A

Overview of your day:

Had an awesome day where I went together with my friends for shopping in town area.