

Dear **Jyoti**,

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): Yes

Which: M&Ms

Where: 7-eleven

When: Evening after dinner

Eat chocolate (Yes/No): Yes

Which: M&Ms

Where: Home

When: In the evening after dinner

Your chocolate experience:

I felt like eating something sweet after dinner. I often try not to eat chocolate, but when I do, I prefer eating the ones with smaller pieces like M&Ms and Kit Kat bites. That way I can just eat a few smaller pieces and not eat too much. I have thyroid so I need to control my food intake and exercise in order to make sure that I keep my weight under control. I chose M&Ms because the packet is small, and I love the small pieces. It didn't take very long for me to make my decision as I went to 7-eleven looking for Kit Kat.

Overview of your day:

Today I woke up in the morning, made breakfast for my husband and kids. After they left for work and school, I packed my gym bag and headed to the gym for a few hours. I then went to the mall to look around for a while – I didn't want to buy anything, I just like looking at the clothes and the sales. After this, I came home in the evening, and cooked Indian food for dinner. It was quite spicy, so I walked out to pick up M&Ms after it was finished.

## **Day: Tuesday**

Purchase chocolate (Yes/No): Yes

Which: Ferrero Rocher, Kit Kat

Where: Fairprice

When: Afternoon

Eat chocolate (Yes/No): Yes

Which: M&Ms

Where: Home

When: In the evening after dinner

Your chocolate experience:

Today I bought chocolate for my family – my husband loves the dark chocolate flavor of Ferrero Rocher and my kids love eating Kit Kat – the 4 finger packs, so I picked up a big box of both. I made my decision based on their preferences, and I went looking for them, so it didn't take me very long to make my decision. In the evening I ate a bit more of the M&Ms packet I opened yesterday. I enjoy eating M&Ms.

Overview of your day:

Today my schedule was the same as yesterday, but I had to go grocery shopping for the house – food, vegetables, snacks, cleaning supplies. Then I came home and put everything and cooked dinner again.

## Day: Wednesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: M&Ms

Where: Home

When: In the evening after dinner

Your chocolate experience:

Today I finally finished off the packer of M&Ms that I opened on Monday. I felt like finishing it off as a small “midnight” snack after dinner while I watched TV at night.

Overview of your day:

Today my schedule was the same as Monday, but instead of going to the mall to look at the promotions, I went to look for a wallet for my son as he was complaining that he needed a new one.

Day: Thursday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today I didn't purchase/eat any chocolates.

Overview of your day:

Today my schedule remained the same, but instead of looking for a wallet for my sun, I had to go buy some Indian sweets for the house because it had finished. For this I went to Little India.

## **Day: Friday**

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: In the evening after dinner

Your chocolate experience:

Today after dinner, my daughter was eating Kit Kat while watching V with me and persuaded me to eat a stick. I enjoy Kit Kat, but I don't like the size of the stick. I prefer smaller pieces like Kit Kat bites.

Overview of your day:

Today my schedule remained fairly the same. I met my friend for lunch after gym today. We went to Soup Spoon.

## **Day: Saturday**

Purchase chocolate (Yes/No): Yes

Which: Toblerone

Where: Cold Storage

When: Afternoon

Eat chocolate (Yes/No): Yes

Which: Toblerone

Where: BHG

When: Afternoon

Your chocolate experience:

Today I picked up a Toblerone bar at Cold Storage when I went shopping in BHG. My daughter and I wanted some chocolate, so we decided to treat ourselves to Toblerone. Toblerone has always been my favourite chocolate brand but I avoid eating it because it is very addicting.

Overview of your day:

Today I went shopping in Bugis with my daughter. We ate breakfast, then left the house. We were shopping for clothes for ourselves, and picked up a few shoes as well. Most of our shopping came from sales, promotions and from the market area because things are cheaper there. We went for lunch at Sarpinos inside BHG. After our shopping spree we came home in the evening and I cooked food for dinner.

## Day: Sunday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: In the afternoon after lunch

Your chocolate experience:

Today I ate chocolate in the afternoon after lunch as my son was eating Kit Kat while sitting and watching TV with me. I ate only one stick.

Overview of your day:

Today, because it's a Sunday, my husband picked up food from outside and brought it home for lunch. Then we watched a movie on TV. At night he took us out for Indian food in Little India.