

Assignment

In this assignment you are going to help us make a next business case. If you have a sweet tooth, you are going to enjoy this one.

Your task is to identify risks for the company Tony's Chocolonely. This is a Dutch company that started business in 2005 and focuses on producing and selling chocolate. Their mission is to produce 100% slave free chocolate.

To get to know the company a little bit better you can watch this 2 minute video¹:

<https://www.youtube.com/watch?v=RdRB99F9zG8>

The company's numbers and figures are available for the year 2013, in the annual FAIR report of that year². These can be found here: <http://www.tonyschocolonely.com/wp-content/uploads/2014/07/Tonys-Chocolonely-Annual-Fair-Report.pdf>. The numbers and figures can be found in chapter 5 (page 64). This annual year report contains a lot of background information, which might come in handy, especially the roadmap described from page 70 onwards.

Don't restrict yourself to just this document for finding risks. The internet is full of information, so try and discover the world of chocolate and identify risks!

Identified risks should be in the format of:

The – verb – clarification – (consequence for an objective)

Also indicate where you found the risk. This could be the annual FAIR report, in that case, tell the page number. If you found a risk somewhere on internet, also provide the link.

For example:

Risk	Reference	Mitigation measure
The breaking out of civil unrest (with the consequence that prices of raw materials go up)	http://abcnewsradioonline.com/world-news/ivory-coast-to-resume-chocolate-exports-following-civil-unre.html	Negotiating a fixed price for raw materials
The charging of a sugar tax ...	http://www.dailymail.co.uk/news/article-3496083/Osborne-s-sugar-tax-hits-firms-500m-bill-Shares-plummet-announcement-levy-add-25p-cost-Coca-Cola-Red-Bull.html	...

Your finished product should be sent to v.versluis@hr.nl.

¹ Tony's Chocolonely. (2015). Tony's Chocolonely story - short version [Video file]. Retrieved from: <https://www.youtube.com/watch?v=NjcZslqUHf8>

² Tony's Chocolonely. (2014). Tony's Chocolonely annual FAIR report 2013. Retrieved from: <http://www.tonyschocolonely.com/wp-content/uploads/2014/07/Tonys-Chocolonely-Annual-Fair-Report.pdf>

Slide 1



Tony's story

**THE STORY OF AN
UNUSUAL CHOCOLATE BAR**

<https://www.youtube.com/watch?v=RdRB99F9zG8>

exceed expectations



This morning

- ❑ This morning's goal is to give input for a next case

- ❑ What we expect
 - ❑ List of risks described as an event
 - ❑ A reference of where you found them
 - ❑ Control measures

exceed expectations



Risk as an event

Start your formulation with the word 'The'	<i>The</i>
Add a verb	<i>breaking out</i>
Make use of words to clarify the risk	<i>of civil unrest</i>
If necessary indicate what the consequences are for the objective	<i>with the consequence that prices of raw materials go up</i>

exceed expectations


