**Mock Case Study Business Challenge**

**Company Name:** Sweet Treats & Eats, Inc.

**Company Background:**

Sweet Treats & Eats is a family-owned business and one of the top 5 confectionery companies in the world. It is now on its 3rd & 4th generation of family leadership.

**Business Issue:**

The US Confectionery Segment is experiencing double digit declines in consumer sales. It is believed that increased health awareness and demand for healthier and more nutritious snack foods is contributing to the decline. The current sales force is exceptionally skilled in confectionery sales.

**Additional Information:**

Confectionery Chocolate sales are lower in southern states because of heat issues. Healthy and Nutritious Snack growth opportunities are greatest in the east and west coastal states.

**Current Business Strategy:**

Expand product offerings in the Healthy and Nutritious Snack segment while maintaining current sales in Confectionery. Develop sales competence in Nutritious Snack segment.

**Event Type:**

National Sales Meeting

**Meeting Design Challenge:**Create and execute a meeting that informs, educates and inspires the sales force about the new line of healthy snack offerings and how to achieve success selling in the line to wholesalers and retailers.

