

A New Stage of Organic and Non-Organic Expansions
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Chocolateness as an example of initiators in social corporate responsibilities

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If you asked anyone about the success story of Chocolateness or even about it as a commercial trademark, you will find that a wide range of people are aware of the main phases that the company has went through on the country level. It can be said that what is worth noting in that experience is what Chocolateness has provided as an example of a small project in the field of social corporate responsibility; a concept that the administrators in the company perceive as a method to market this trademark. As for the second and most important element, it is characterized by the investment that the administrators concentrated on in the company's training and developing programs which all of its human staff and the employees underwent, and whose number has reached about 110 employees. In these different conditions, the company has entered a new phase Of Organic and non-organic expansions. In the first half, in an ambition to turn it into a trademark that conveys the traditions of Kuwait, Lgaima Co. for traditional and local Kuwaiti desserts was taken over. Moreover, a company specialized in providing logistical and transportation services named Connectness. This trademark was meant to be a sub-trademark of one holding company.

As Rakan Al-Fadala states Chocolateness project started in 2007 as a project for Kuwaiti youths, and 4 main partners joined each with a capital of 500 U.S. Dollar. The project provided molten cakes, and it went through three main phases. First, this project's existence was limited in the chief exhibitions only, i.e., it lacked continuity; this phases lasted about a year. The second phase was in the end of Dec. 2008. It became to what is similar to a homely project for about two years, establishing a client base; the demand for the product was very notably. After that, the work to gather the required capital begin; and thus, the company was founded in the end of 2010 and the beginning of 2011. Thereat, Chocolateness wrote its success story, raising the number of its branches from one branch in Al-Markab Area in Kuwait City to 6 branches spread across the cites in addition to the factory built in Al-Aradia industrial area. The company began with 4 partners as employees, whereas it has reached 110 employees today; it began with a capital of 500\$; however, the company's capital has achieved along all that period a turnover rate in its capital reached 5 million dollars. These numbers summarize the story of the success of a small and medium project and reflect the size of the exerted efforts by the administrators. In addition to these numbers, Al-Fadala explains that the marketing side played a vital role in achieving the company's success in the midst of all the heated rivalry.

The Social Cooperate Responsibility is a Main Pillar

When talking about marketing being the main component of the success of this experience, it is natural for the person to ask about its most distinguished elements. Al-Fadala explains that since the establishment of the company, the question of how to distinguish Chocolateness roamed the heads of the founders of the company. The answer for this concerning the product lies in distinguishing the recipes, the presentation of the product, or the delivering of the product, indicating that high attention was given to reliance on creativity in everything related to the operative processes of the company. Nonetheless, the main element remains in marketing the trademark itself. It manifested in the company adopting the concept of social cooperateresponsibility, which is a rare style among small and medium business. This style has accompanied the company since the day of its foundation; when the company was just starting out, the concept took the simple shape of allowing the clients to enter draw contests to earn prizes. In fact, the company adopting the concept of social cooperateresponsibility had many various goals; one of it was to encourage companies concerned with this type of projects to adopt this approach. As for the manifestations of the social cooperate responsibility style in Chocolateness, they can be summarized with the following:

- Sponsoring events concerned with educational associations, including sponsoring graduation projects and graduation celebrations, whether it is held on the level of high schools or the universities levels.
- Using recycled materials in all possible uses, such as the internal decor of the main offices, stores, and the company's branches. Moreover, many initiations were launched in order to protect the environment and motivate clients to adopt such approaches.
- Organizing health and sports conditions labeled Chocolateness Olympics in many sports' fields, such as soccer, tennis, and ping-pong in an attempt to emphasize that the company is not a mere nutrition project; that it is also concerned with the health of the society, which is an approach that delivers a massage, i.e., to ignite the youth with exercises that are good for them.
- Furthermore, the aforementioned plan has also emphasized the humane side through conducting many significant initiations, e.g., providing free breakfasts for fasters during the month of Ramadan or organizing pilgrim's journeys to Makkah for those who are in need.
- Providing training courses for initiators in Kuwait. Among these courses was a course in which we asked the help of Dr. Tazeeb Rajwani, a professor from King Collage in London. He provided courses for about 30 initiators.
- These initiations reached the employees of the company itself. When one of the founding partners of the company traveled to Manella, we held celebrations for the relatives and children of the employees.

Training and Development

On the other hand, Al-Fadala explains that training and developing the vocational staffs has constituted a critical element in the operative strategy of Chocolateness. Complete attention was given to making sure that the youth, who are leading the project of the company, undergo

such programs. A significant proportion of the staff was engaged in many courses in various prestigious associations, e.g., King College in London and Harvard Business School University. The result of these courses was what the team gained of expertise in many fields such as, membered expansion and non-membered expansion. The first half of expansion means expanding under the same trademark, e.g., expanding the network of branches, products, or services, whereas the latter half means expanding in finding new sources of income and revenue.

Expanding Towards New Activities

Non-membered expansion manifests itself. The administrators of Chocolateness have allocated about one million U.S. Dollar in order to enter new investments. Half of that amount was allocated to take over Lgaima Co., which is an aspiring trademark specialized in producing traditional Middle-Eastern Kuwaiti desserts. As for the remaining proportion of the amount, it shall be employed in establishing a company for logistic services named Connectness; it shall provide delivery services. Its Idea was born as a result of the existence of a workgroup that already works for Chocolateness. Thus, Al-Fadala and his partners saw that the existence of an external provider of this service would be more efficient; hence, the new company began with a fleet made up of 20 cars utilized in delivery; currently, the number has reached a number between 50-60. Forming this new company and taking over present companies both came in the framework of boosting our sources of revenue. These three trademarks are subordinate trademarks under the name of a single holding company that is like an umbrella for them. In the end, these steps aim to diversify our sources of income based on the concept of distributing risks.