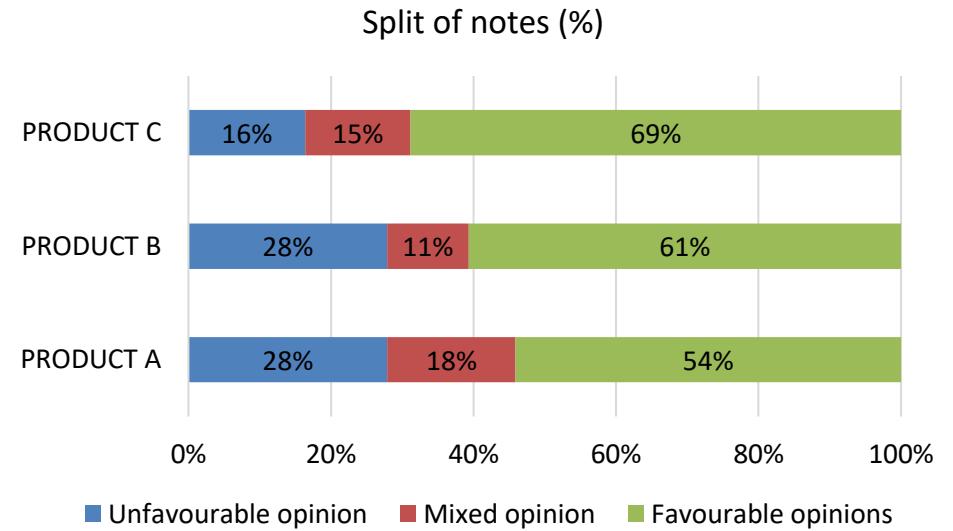
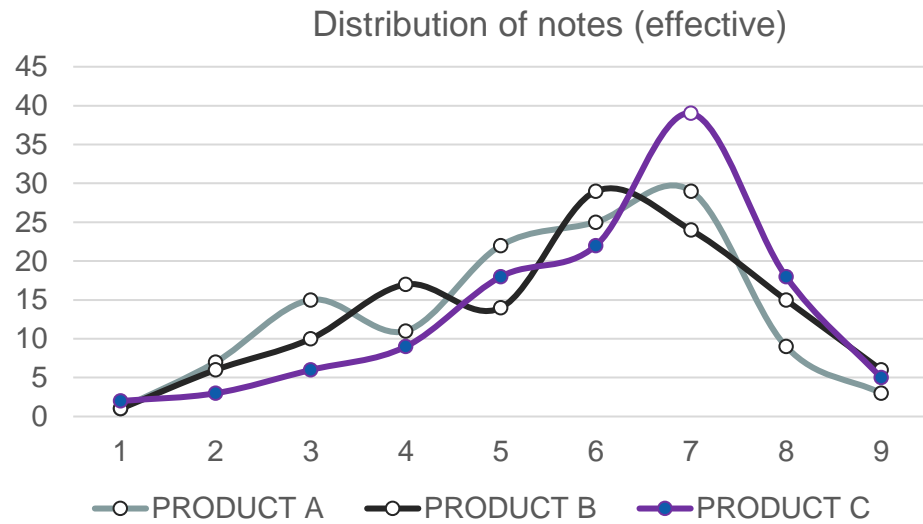




## RESULTS – OVERALL LIKING

Understand instantly the overall performance of your product and its positioning against your competitors.  
Choose the best product formulation to win in your category.

	Product A	Product B	Product C
Mean /9	5.46	5.71	6.11
Standart deviation	1.81	1.87	1.73
Statistics	SIGNIFICANT (p<0.0001)		
Position	B	AB	A



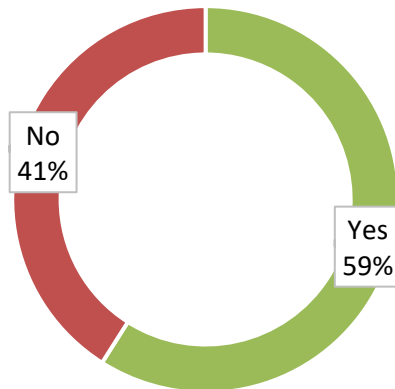


## RESULTS – PURCHASE INTENT

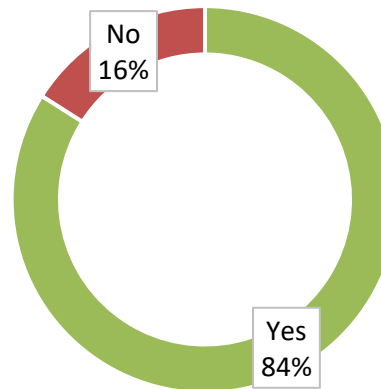
*Anticipate the success of your product in the market by considering its integration into the buying routine of consumers. Compare with other products to identify the best pricing strategy.*

	Product A	Product B	Product C
Purchase Intent (Yes)	59%	84%	76%
Significativity Yes/No	NS	S+	S+
Statistics	SIGNIFICANT (p=0)		
Position 5%	B	A	A

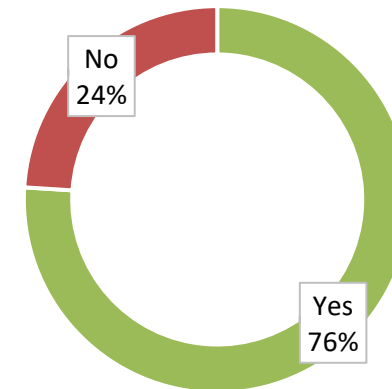
PRODUCT A



PRODUCT B



PRODUCT C

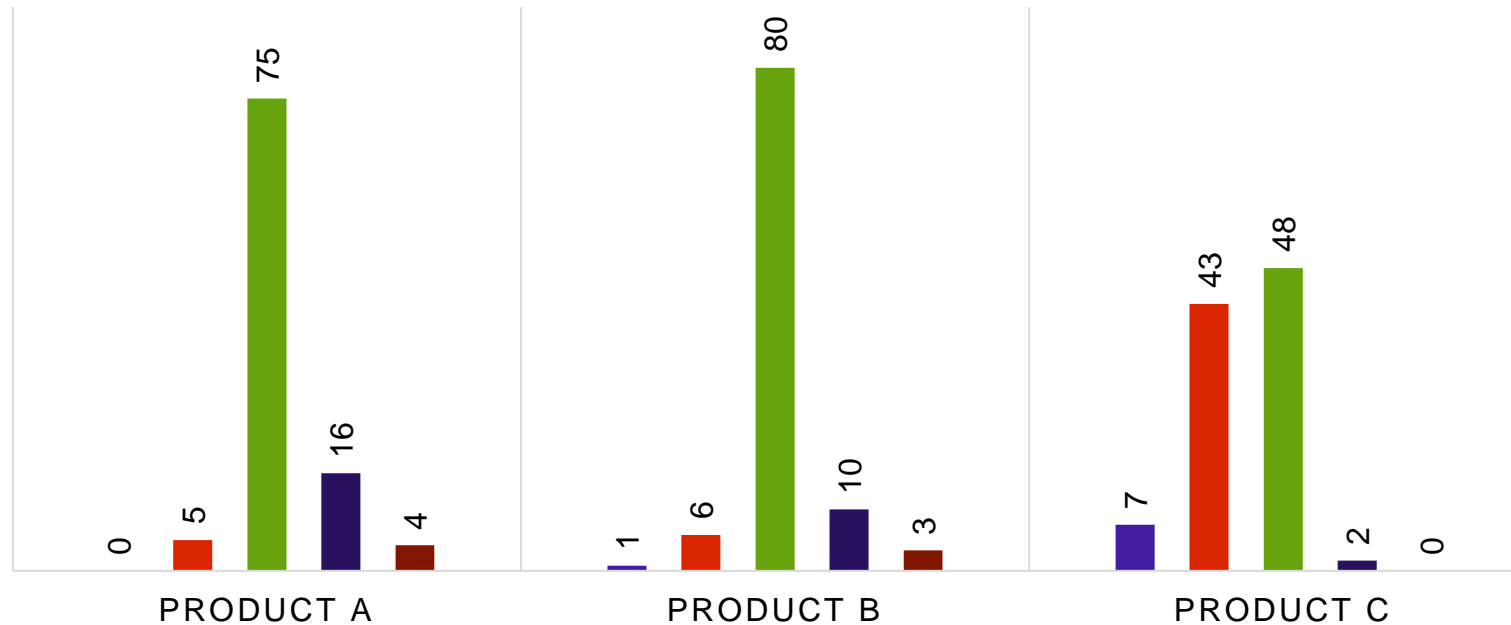


## RESULTS – PRODUCT DIAGNOSIS

*Guide the future development of the product by defining areas for improvement based on the strengths and weaknesses identified by consumers.*

	Product A		Product B		Product C	
Colour too ligh	0	0%	1	1%	9	7%
Colour a bit light	6	5%	7	6%	52	43%
Just fine	92	75%	98	80%	59	48%
Colour a bit dark	19	16%	12	10%	2	2%
Colour too dark	5	4%	4	3%	0	0%
Statistics	SIGNIFICANT (p=0,04)					
Position 5%	A		A		B	

■ Too much light  
 ■ A littel too light  
 ■ Just fine  
 ■ A little too dark  
 ■ Too much dark



## OPEN QUESTIONS - SYNTHESIS

*Listen to the voice of consumers to detect and seize opportunities and avoid threats.*

	Product A		Product B	
	Like : 54 / Dislike : 163	0.33	Like : 145 / Dislike : 75	1.93
	<b>Overall appearance</b>		<b>Overall appearance</b>	
<b>+</b>	/		Beautiful colour Pleasant appearance	28 (45%) 18 (29%)
<b>-</b>	Unpleasant appearance Lack of chocolate Too light	13 (21%) 12 (19%) 23 (37%)	/	
Ratio	Like : 12 / Dislike : 64	0.19	Like : 64 / Dislike : 9	7.11
	<b>Odor</b>		<b>Odor</b>	
<b>+</b>	/		Pleasant odor	9 (15%)
<b>-</b>	/		/	
Ratio	Like : 7 / Dislike : 7	1.00	Like : 10 / Dislike : 7	1.43
	<b>Taste</b>		<b>Taste</b>	
<b>+</b>	Pleasant taste	13 (21%)	Pleasant taste	29 (47%)
<b>-</b>	Too sweet Too weak taste intensity	9 (15%) 21 (34%)	Too weak taste intensity	11 (18%)
Ratio	Like : 17 / Dislike : 36	0.47	Like : 35 / Dislike : 23	1.52
	<b>Texture/ consistency</b>		<b>Texture/ consistency</b>	
<b>+</b>	/		Soft consistency Pleasant chocolate texture	14 (23%) 9 (15%)
<b>-</b>	Too dry Chocolate texture too hard	13 (21%) 11 (18%)	Too moist	12 (19%)
Ratio	Like : 18 / Dislike : 56	0.32	Like : 36 / Dislike : 36	1.00