

Maya la Chocolaterie's Journey

June 2020



Sonya Janahi

- Over 20 years experience in the banking and telecom industries, specifically in the areas of retail, investment and real estate.
- Masters Degree in Strategic Marketing
- Certified Professional Chocolatier Ecole Chocolate
- In 2002 I took my **pension money** and decided I want to be an **entrepreneur**..
- **Started** off on the **right track** with real estate investment and in
- 2005 the real estate market looked gloomy
- Our entire assets were real estate development, construction, architecture..
- Diversification Plan a unique chocolate concept -Maya



The story of Maya

a unique chocolate bar concept focused on the pure delicacy and passion of serving exquisite chocolate products.

Fashioned from the **finest ingredients** carefully selected to enhance and reflect award class quality.

All of the ranges are freshly **produced locally** making it the **first premium Bahraini chocolate**

Maya opened its first outlet in Bahrain in July 2007, Creating a phenomenon of chocolate life style AYAM TUC

The Evolution Process

Our business model evolved on 5 main objectives Passion – for dark chocolate Focus & Differentiation – on chocolate Competitive Edge – Successful Bahraini entrepreneurship Long term Vision Social Responsibility

A goal without a Plan is just a Wish

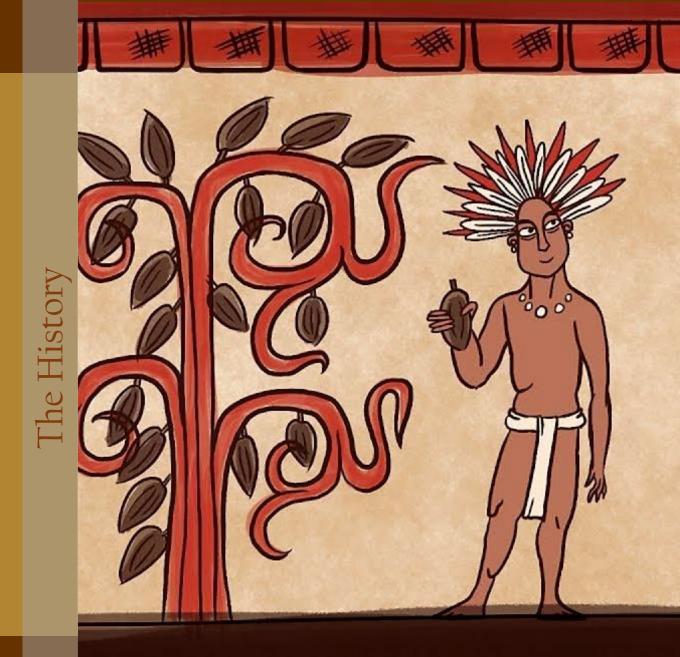


Who is Maya?

The Maya Indians and the Aztecs recognized the value of cocoa beans - both as an ingredient for their special 'chocolate' drink and as currency - for hundreds of years before cocoa was brought to Europe.

'Chocolate'

became a fashionable drink enjoyed by the rich in Spain. But cocoa beans were in short supply so the special chocolate drink recipe was a closely-guarded secret for nearly a century. It was the drink of only Kings and Queens...







To date the total number of locations include franchised territories (in operation or in process to operate in 2020) 10

Chocolate Production

Currently 2 tons of chocolate monthly In excess of 24 tons of chocolate annually exported

By 2024

total volume of export will reach 50 tons annually





To achieve a Successful Business Model Maya required a Dynamic Strategy

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LA CHOCOLATER

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Develop Concept Without Altering Brand

Today we can proudly say that we are the only chocolate bar that has **95%** focus on chocolate & chocolate related desserts & retail An edge in terms of being **"FOCUSED" & "DIFFERENTIATIED"** amongst competition

Maya's Marketing Strategy

- Bring together a World of Chocolate fans
- Educate the public on the benefits of Maya/CHOCOLATE
- Have a global audience
- Create Chocolate for a better World

BE VERY CLEAR ON YOUR MESSAGE TO AVOID CONFUSING YOUR TARGETTED AUDIENCE

Challenges / Mistakes we have faced

Every organization has a memory, a history of achievements, MISTAKES and unintended situations that contribute to an ongoing process of creating MAGIC

As Jay Shetty said..

What It means to be ALIVE If your life line is up and down it means you are alive.. If its one line then it simply means you are dead So good news is that I am alive.. As I have been on a rollercoaster ride for the past 11 years

The Challenges

- 1. Employees
- 2. Customers/Franchisee
- 3. Competition
- 4. Covid 19

Our Challenge has been mainly to restore proper balance between our objective to grow and be a success story and parallel to that maintain our heritage & culture



Why are we successful

Inspiration Drive Passion – to create magic

Success

Our success is based on our ability to tell a story. The story of what our customers feel, sense, taste and enticing them to celebrate their passion for our products. This should be our understanding and our focus.

Chocolate comes from cocoa, which is a tree. That makes it a plant. Chocolate is Salad

THANK YOU

