

## **Abstract**

The objective of this study is to develop the best marketing strategy for a “Danse Le Cocoa” (DLC), a premium dark chocolate that is made from 70% of Trinidad’s cocoa. The factors that are likely to influence young people in cocoa production were also assessed. This study is of great significance to the agricultural sector in Trinidad, since cocoa production can increase the income generating capacity of the industry. The population studied consisted of 60 tourists and 40 students. A questionnaire was developed to gather the required information from the tourists through convenience sampling methods. The study targeted tourists who visited the country. Their preference and habits towards eating chocolate were assessed. In order to reduce errors, the questionnaire was carried out in an informal manner to increase comfort to the tourist. The results revealed that DLC is highly likely to be successful in the market, once its marketing strategy is carried out well. 80.3% of the tourists showed great interest in sampling DLC if given the opportunity. The results also showed that its low annual profits, its long gestation period and the high level of commitment required are the main factors that discourage youths from engaging in cocoa production. Although the Ministry of Agriculture offers many training programmes for the youths, much more still needs to be done to attract these individuals to the sector before its too late.