

ABSTRACT

The report covers an extensive analysis of the Global market for Trinidad and Tobago's fine or flavoured cocoa. According to research performed Trinidad and Tobago along with seven (7) other Caribbean producers of fine or flavoured cocoa is the preferred market to Global chocolate importers due to the quality of chocolate that is derived from our cocoa to produce "dark and rich" chocolate bars for consumption.

The Caribbean Cocoa is desirable because of its:

- ❖ Good adaptation to hot, humid tropics

- ❖ Distinct flavour attributes

- ❖ High and unique aromas

The methods of data collection used were face-face interviews, over the telephone interviews, internet research and studying reports, newsletters and textbooks. With the first two methods primary data was collected (first hand information – little chance of distortion) and the last two methods secondary data was collected. The methods of analysis used were Value Chain Analysis, Competitiveness Analysis and SWOT Analysis.