

## Task 1- chocolate bar

The junior apprentices were split into 2 teams and asked to come up with a name, logo, slogan, packaging, flavour and price for a new chocolate bar. Team Infinity was led by project manager Jay Nagendiran, with Conor Hardon, Daniel Vance, Charlie McMahon Murray and Dominic McQuillan. Team Platinum Evolution was led by project manager Hugo Lavery, with Seamus Carroll, Caitlyn Murphy and Patrick Harkin.

Team Infinity came up with the idea of choc a blok, with a digestive biscuit base and marshmallow. They carried out market research with family in relation to the idea and made a logo including a monkey, as they thought this would attract children.

Team Platinum Evolution came up with the idea of snap and share. Their chocolate was Belgian and included cola millions. They delivered an excellent pitch, led by Patrick Harkin, who was fabulous in this role. They created a snap chat competition with this and a website, which was totally unexpected and showed a great level of detail went into this work.

After much deliberation, it was revealed that Platinum Evolution had won this task, based on the effort they put in, their multi coloured logo and catchy slogan.

Both teams performed extremely well and even made the chocolate bars, which was not even a requirement of the task. Well done everyone. Unfortunately only 1 team could win.

Tomorrow the board room will begin!

At least 1 candidate will be fired. Who will be the first to leave the OLSPCK Junior Apprentice????

## Platinum Evolution



## Infinity

