

concept and pricing strategy. Pure Heavenly can keep off competitors in the vegan chocolate industry by ensuring that they have competent prices to attract more clients and maintain loyal ones.

Pure Heavenly is a relatively small company whose operations are primarily online. This makes the company prone to being overshadowed by in-store buying. Being successful in the industry will require the company to enhance its online presence and outperform competitors. According to Sharif and Butt, (2017), online presence allows a company to get reviews and develop strategies to improve customer satisfaction. Li et al., (2016) adds that this can be done through a competitive pricing strategy and ensuring that the website is easily accessible to everyone. Ease of navigation is one of the key strategies that encourage customers to make a purchase.

Changes in economic conditions in the UK may significantly affect the company's performances, as demonstrated by the rise in advertising spending in the chocolate confectionery category rose by 37.4% in 2020 (Mintel, 2021). The company is highly dependent on customer purchase, and inflation results in an increase in product prices, changing customer buying behaviour.

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