1. Evaluate the decision that Toblerone decided upon.

Toblerone decided to reduce the size of the chocolate bars and alter its design due to rising imported commodity prices coupled with the low levels of economic growth.

Faced with these factors, Toblerone has several options available to them, including reducing the size of the packaging to increasing the price of the product to maintain their profit margins.

*“Fair enough reducing the weight of the bar, but why the big gap in between segments? Looks stupid imo [in my opinion], could have just made the bar shorter and kept the original design.”
Leo Yarker, commenting on Toblerone’s Facebook page.*

2. Explain how both of the new law might impact upon a small business employing 35 staff.

Two new workplace regulations became law in 2016. The first is the National Living Wage which is payable to those workers aged 25 years and over. Workers aged below 25 are eligible for the National Minimum Wage.

Another piece of legislation is the concept of auto-enrolment. That is the requirement employers to ensure that all employees aged over 22years old begin to save for their retirement.