

Maya la Chocolaterie's Journey

June 2020



Sonya Janahi

- Over 20 years experience in the banking and telecom industries, specifically in the areas of retail, investment and real estate.
- Masters Degree in Strategic Marketing
- Certified Professional Chocolatier Ecole Chocolate
- In 2002 I took my pension money and decided I want to be an entrepreneur..
- Started off on the right track with real estate investment and in
- 2005 the real estate market looked gloomy
- Our entire assets were real estate – development, construction, architecture..
- Diversification Plan – a unique chocolate concept - Maya

ABOUT SONYA



The story of Maya

a **unique chocolate bar concept** focused on the pure delicacy and passion of serving exquisite chocolate products.

Fashioned from the **finest ingredients** carefully selected to enhance and reflect award class quality.

All of the ranges are freshly **produced locally** making it the **first premium Bahraini chocolate**

Maya opened its first outlet in Bahrain in July 2007, Creating a phenomenon of chocolate life style

ABOUT MAYA



The Evolution Process

Our business model evolved on 5 main objectives

Passion – for dark chocolate

Focus & Differentiation – on chocolate

Competitive Edge – Successful Bahraini **entrepreneurship**

Long term Vision

Social Responsibility

A goal without a Plan is just a Wish



Who is Maya?

The Maya Indians and the Aztecs recognized the value of cocoa beans - both as an ingredient for their special 'chocolate' drink and as currency - for hundreds of years before cocoa was brought to Europe.

'Chocolate'

became a fashionable drink enjoyed by the rich in Spain.

But cocoa beans were in short supply so the special chocolate drink recipe was a closely-guarded secret for nearly a century.

It was the drink of only Kings and Queens...

The History





Maya outlets

Bahrain

2

Riyadh

2

Jeddah

2

**To date the total number of locations
include franchised territories
(in operation or in process to operate in 2020)**

10

Chocolate Production

Currently

2 tons of chocolate monthly

In excess of 24 tons of chocolate annually
exported

By 2024

**total volume of export will reach 50 tons
annually**





To achieve a
Successful Business Model
Maya required a
Dynamic Strategy

Develop Concept Without Altering Brand

Today we can proudly say that
we are the only chocolate bar that has

95%

focus on chocolate & chocolate related desserts
& retail

An edge in terms of being

“FOCUSED” & “DIFFERENTIATED”

amongst competition



Maya's Marketing Strategy

- Bring together a World of Chocolate fans
- Educate the public on the benefits of Maya/CHOCOLATE
- Have a global audience
- Create Chocolate for a better World

**BE VERY CLEAR ON YOUR MESSAGE
TO AVOID
CONFUSING YOUR TARGETTED
AUDIENCE**



Challenges / Mistakes we have faced

Every organization has a memory,
a history of achievements,
MISTAKES
and unintended situations that
contribute to an ongoing process
of creating
MAGIC

As Jay Shetty said..

What It means to be ALIVE If your life line is
up and down it means you are alive..
If its one line then it simply means you are
dead

So good news is that I am alive..
As I have been on a rollercoaster ride for the
past 11 years

The Challenges

1. Employees
2. Customers/Franchisee
3. Competition
4. Covid - 19

**Our Challenge has been mainly to restore
proper balance between our objective to
grow and be a success story and parallel to
that maintain our heritage & culture**

Maya

Why are we successful

**Inspiration
Drive**

Passion – to create magic

Our success is based on our ability to tell a story.

The story of what our customers feel, sense, taste and enticing them to celebrate their passion for our products.

This should be our understanding and our focus.

Success

Chocolate
comes from
cocoa, which is
a tree. That
makes it a
plant.
Chocolate is
Salad



THANK YOU

