

2. Kid Me Not

Lorraine Makowski-Heaton initially devised her goat's milk fudge recipes as a means of giving her two younger children, who are prone to eczema, a sweet treat. By changing to a goat's milk diet, she found that the skin condition improved. It led to the birth of her Carmarthenshire goat's milk company, Kid Me Not, which now makes fudge in twelve different flavours and has expanded its **product portfolio** to include yogurt smoothies, cheese and most recently chocolate.

Having successfully made fudge at home, the first public tasting was at the Royal Welsh Show in 2006, and the company started to sell fudge in October that year. Attendance at events such as the BBC Good Food Show has helped the business enormously in Lorraine's opinion. 'The PR (Public Relations) is the most important help, as it has increased the awareness of our branding across the UK.'

Lorraine's success was rewarded in 2006 when she was commended in the True Taste Awards for her Plain Goat's Milk fudge. Kid Me Not's products are now available online and from independent delicatessens and health-food shops across England and Wales.

As an entrepreneur, Lorraine puts her success down to determination and innovation. She says that 'You can never stand still in a growing market and you must listen to the needs of your customers'.

Pictured here are some of the unique and attractively packaged fudge products.



Adapted from: Business Wales Issue 35, June 2008

- (a) Explain **two** reasons why increasing brand awareness is important to Kid Me Not. [4]
- (b) How might the Boston Matrix assist Kid Me Not in managing its expanding product portfolio? [8]
- (c) Evaluate the view that developing innovative products is likely to be the most important element in Kid Me Not's marketing mix. [10]