Teaching Case

The Cocoa Shop:
A Database Management Case

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Abstract

This is an example of a real-world applicable case study, which includes background information on a small local business (i.e., TCS), description of functional business requirements, and sample data. Students are asked to design and develop a database to improve the management of the company's customers, products, and purchases by emphasizing effective business rules and professional database development. In addition, this case will explore the benefits of working with MS Access, data population, creation and development of forms, queries, reports and a switchboard to complete the requirements express by TCS. This case can be used in a course where the students have little or no prior relational database experience, as well as a more intermediate/advance level of experience. Teaching notes containing suggested guidelines, deliverables, and the resulting database containing data, forms, queries, reports, and switchboard are provided upon request.

Keywords: Case Project, MS Access, Database Development, Macro, Management Information Systems, Switchboard

1. CASE OPENER

The Cocoa Shop (TCS) is a chocolate boutique in a small town in Mandeville, Virginia. It is a specialty candy shop that makes unique candy and chocolate from the cocoa plant located in Indonesia, Ghana, Brazil, and Ecuador. Once the bean is processed and treated, TCS makes some of the most delicious and tasty candies and chocolates. The shop has been in business for almost 20 years and has continued to do very well. TCS is a family owned business. There are currently five employees – the owner, the store manager, the chocolatier, and two support staff members. At the back of the store, their kitchen produces all of their handmade confectionary. Over the past few years, TCS has experienced tremendous growth and has managed the growth fairly well. The owner has decided to open a second retail shop in a nearby city (Christiana, Virginia). The original boutique will supply all of the products to this new location.

Management faces two main challenges: TCS needs to (1) determine if their business is ready to expand and (2) prepare their current database management system (i.e., spreadsheets) to include the new customers while preserving the existing customer base;

specifically, the management of tracking their customer's purchases and interests. The business is growing faster than anticipated and their lack of customer data collection and antiquated method of spreadsheets will no longer be feasible to address their needs of maintaining data, reaching out to old and new customers, and searching for information.

As a small family owned business, TCS now has the opportunity to reach new heights. With the right system in place, TCS has the capability of opening more boutiques and increasing sales globally via outlets such as QVC or Home Shopping Network. Thus, TCS has decided to maintain information in a database to provide adequate support for their customers.

The owner of TCS recognizes the importance of evaluating customers' needs and wants. After interviewing several customers and employees, she prepared a functional requirements report, which included a sample of the data required for the system and specifications of the business processes and information to be collected. Below is the detailed TCS Functional Requirements Report.

2. FUNCTIONAL REQUIREMENTS REPORT

The owner of TCS wants a database that allows her to track customers (in store & online) and monitor inventory levels of the company's products (current levels, product costs, & selling prices) and sale transactions. She needs simple, effective forms for entering data about her products and customer information. She needs reports that explore customer loyalty, product information, and revenue. She also needs to extract specific information about customers from the database for newsletter and survey purposes.

TCS has two types of customers – individual and wholesale. All customers are retained in a single customer table with an option showing customer type. TCS customers may purchase chocolate either in person or online (descriptions of these experiences are provided below). A wholesale customer completes all purchases online. A customer may purchase multiple products on a single transaction (both individual and wholesale customers). All wholesale transactions need to be represented in a separate table in the database. Each wholesale transaction consists of transaction ID, wholesaler ID, and a discount field (set at a default of $10.00 unless otherwise

stated). All wholesale transactions are delivered by one of TCS's trucks.

TCS hand-makes all of their chocolate products (see Product Table in Appendix). Each product has a name, cost, price, quantity on hand, quantity per unit, a product picture and an indication of whether it is a wholesale item or not. In order to preserve the handmade chocolate, TCS ships all wholesale purchases via a personalized, temperature controlled trucking service. TCS has 3 trucks (Toyota, Ford, and Benz) designated for deliveries and for transporting products from one TCS location to another.

Below are two descriptions of a customer experience:

In Store Experience:
The customer goes to the boutique and may select loose chocolates, pre-made bagged products, or pre-made boxed products. TCS would like to track all payment transactions to maintain their sales records. Each transaction may be paid by credit card, cash, or check.

Currently, there is no personal information gathered about the customer. Management would like to learn more about their customers (i.e., name, email, full address, phone, location preference (Mandeville, Christiana, or online) and chocolate preferences (see Table 2)). Currently, the customer's email address is a unique identifier. Each customer may only have one preference, as it is their most preferred chocolate category.

Table 2. Chocolate Categories	
Code	Category Name
TRU	Chocolate Truffles
GTP	Gift Towers and Pails
AST	Chocolate Assortments
SPE	Chocolate Specials
CAN	Chocolate and Nuts
SKT	Survival Kits
FRU	Chocolate Covered Fruit
WED	Wedding Favors
COR	Corporate Gifts
SFC	Sugar Free Chocolate

Online Experience:
The customer opens the website on their local browser and chooses a category. Within each category, there are several types of products for the customer to choose from. The customer then selects the quantity of the purchase and clicks Add to Cart. The product is added to the

cart and the customer has the option of continuing to shop or checking out. Once the customer has completed their selections, then the customer clicks Check Out.

The customer is asked to log in (as a returning customer) or select First Time Customer. If the customer is an existing customer, they are taken to the checkout screen. If the customer is a first time purchaser, they are asked to provide their personal information (i.e., name, full address, phone, email, location preference and chocolate preferences). The login is the customer's email address (see sample Customer Table in Appendix).

At the checkout screen, the customer may review their purchase, select shipping method, and provide payment information. A customer has multiple shipping options (see Shipping Options Table in the Appendix).

Similar to the in-store experience, each transaction may be paid by credit card, cash, or check. The customer is presented with a receipt that includes all the transaction information (purchase date, customer name, product(s), purchase price, shipping, tax, total amount, and expected delivery date) for confirmation to complete the purchase. Since all items are shipped from Virginia, tax is held at 8%.

Forms Requirements
TCS administrators and employees need several user-friendly forms to enter data into the database. Two types of forms are needed – input forms and application forms. The input forms are data entry forms or forms that replicate the information in the database. The application forms combine information from multiple tables to produce related table information. The functional requirements for TCS input and application forms are provided below.

Input Forms
Input forms are to allow the employees to enter, edit, or query data in given table. These forms are to be columnar type forms that display data or allow for input of one record at a time. The forms are to be user friendly with all the field labels consisting of user-friendly descriptive names.

Input/Query forms are to be developed for the following tables:

- Chocolate Categories
- Customer Information
- Location
- Payment Method
- Transportation (trucking information)
- Shipping Options

Application Forms
1. **Product Entry Form:** This form is an entry form for new products. This form should include the Product ID, Name, Cost, Price, Category, Product Type, Quantity on Hand, and Thumbnail Image. The category and product type should be dropdown boxes displaying the current information in those tables.

2. **Product Availability Form:** This form provides a view of product quantities on hand and price by category. The upper portion of the form contains the chocolate category name. The lower portion of the form includes the product name, image, quantity on hand, and price (in datasheet view).

3. **Customer Login:** This form is an entry for the customer to view their purchases and personal information. The form should display the Customer Email and Customer Name in the upper portion. The lower portion of the form should include the Transaction ID, Purchase Date, Product, Quantity and Price. The bottom portion of this section is to contain a textbox that keeps a running total of the member's purchasing amounts. This field should look like a total field on a report and appear under the price column and be labeled: Total Purchased.

4. **Transaction Entry Forms:** These forms are entry forms for both types of transactions, individual and wholesale. (1) The main transaction form should display Transaction ID, Purchase Date, Customer ID, Payment ID, and Shipping ID in the upper portion. The lower portion of the form should include the Product ID and Quantity (i.e., the transaction details subform). The bottom portion of the main form should contain a checkbox for the Wholesale field. This field should be directly below the transaction details subform. Upon checking this box, a second form – wholesale – will open. This occurs through the use of a macro (Hint:

Data Mode should be set to "Add"). (2) The wholesale transaction form should include Transaction ID, Discount, and Truck ID.

Queries Requirements
A variety of queries is required to extract meaningful and accurate data. In order for TCS management and staff to be more efficient and effective with their customers, packaging and logistics, data must be extracted and filtered to answer fundamental and essential questions. We have determined that the initial queries to be included in the database are below:

All query column headings are to be clear, concise and accurately describe the contents of the column to the average user. Only universally accepted abbreviations are to be used. All queries, when printed out, should fit on standard paper when printed in landscape mode (11" by 8 ½"). The queries are to be named as they are listed below.

1. **Customer Chocolate Preference List:** List the customers and their chocolate preferences. Label the columns: Customer Name and Preferred Chocolate. Order by Preferred Chocolate.

2. **Location Preference Count:** Count how many customers prefer a particular location. Display the Location Name and Customer Count. Label headings appropriately.

3. **Customer List:** List the customers and their contact information (complete address and email). Create two lists – (a) one for individual customers and (b) one for wholesalers. Label the columns in the appropriate queries: Customers and Wholesalers.

4. **Customer Loyalty List:** A customer list that displays the customer's ID, last name and first name separated by a comma and a space, their preferred location and email address for customers who have been with TCS two for more years (prior to 1/1/2006). Label the column headings: Customer ID, Customer's Name, and Preferred Location.

5. **Product List:** List product id, names, price, quantity on hand, wholesale item, quantity per unit, and thumbnail image. The price is to be formatted as currency. Sort list ascending by name and quantity per unit.

6. **Wholesale Products:** What products are wholesale items? Display Product ID, Name, and Quantity on Hand. Only display wholesale products.

7. **Chocolate Categories:** A listing of The Cocoa Shops chocolates and their respective categories. Display Product ID, Product Name, and Chocolate Category. Sort descending by Chocolate Code (not category).

8. **Customer Product Statistics:** A query to display the cost, revenue, and total amount for each transaction (including tax and shipping). Be sure to format the appropriate columns as currency and label the columns appropriately.

9. **Shipping Stats:** A query to display the customer's minimum, maximum, and average shipping costs incurred. Be sure to format the appropriate columns as currency and label the columns appropriately.

10. **Customer Retention:** A listing of customers that have been with the business over five years. Display Customer Name and Number of Years.

11. **Profit Margin:** Which products have a unit profit margin less than $2.00? For each product, include the product's name, number and unit profit margin. (No other fields should be included.) Sort in descending order (highest to lowest).

12. **Daily Revenue and Shipping Costs:** A query to display the in-store and online revenue by day. Display Transaction Date, Location, Total Product Cost, Total Product Revenue (quantity * price), Total Shipping Fees, and Total Revenue. Total Revenue is the difference of Product Revenue and Product Cost. Sort the query by transaction date and Group by location. *(Bonus: combine the two store locations to represent in-store. Only have the query display in-store versus online revenue for location.)*

13. **Customer Revenue:** An electronic listing to display revenue received by customer. Display Customer Last Name, Customer First Name, Total Product Revenue, Total Product Cost, and Total Revenue per Customer.

14. **Highest Selling Product:** List the top five selling products for the past 3 years. Display the Product Name and price. *(Bonus: Display the products per quarter)*

15. **Store Sales:** A listing to display total sales by store. Display Store Name, City, Total Sales. Sort by highest sales generated.

Report Requirements

TCS require a number of reports for the management team to analyze. The report requirements appear below. Label all sub-totals and grand totals appropriately with user-friendly descriptions to the left of the totals. Finally, to provide a more detailed and accurate appearance, all sub-totals should have a line above the subtotal and the grand total should have a double line above the total.

1. **Customer Loyalty Report:** This report is based on the Customer Loyalty List Query and is to display each customer's ID, Name, and Preferred Location. Sort by Preferred Location and ID.

2. **Category Status Report:** This report is based on the Chocolate Categories Query. The report is to display the Chocolate Category, Product ID, and the Product Name. The data is to be grouped by Chocolate Category. Sort by Product Name.

3. **Potential Product Revenue Report:** Create a report to display the revenue earned on each product. The report should include the Product ID, Product Name, Cost, Price, Quantity on Hand, and Potential Revenue. Group by Chocolate Category. Sort by Potential Revenue and Product Name. Also provide a grand sum at end of report.

4. **Customer Revenue Report:** This report is based on the Customer Revenue Query. Display the Customer Last Name, First Name, Total Product Revenue, Total Product Cost, and Total Revenue per Customer. Group by Customer. All total columns are to be totaled by Customer and a Grand Summary for all Customers.

5. **Daily Detailed Revenue Report:** This report is based on the Daily Revenue and Shipping Costs Query. Display the Transaction Date, Location, Total Product Cost, Total Product Revenue (quantity *

price), Total Shipping Fees, and Total Revenue. Group by Transaction Date and Location. Provide totals of the Revenue by Location and the full report.

6. **TCS Receipt:** The form allows the employee or customer to review their transaction purchase prior to finally submitting payment. This form is like a receipt and is to be formatted in columnar format. The display of transaction and payment information should include the following fields: Purchase Date, Transaction ID, Product Number, Product Name, Quantity, Price, Amount, Subtotal, Sales Tax, Shipping Fee, Total Amount Due, and Payment Method. The Subtotal, Sales Tax Amount, and Total Amount Due should be calculated fields based on amount and shipping fee totals. Recall, the sales tax rate is 8%. Each transaction should be on a single page when viewed in print preview.

3. DELIVERABLES

Deliverable One

Deliverable One should include all of the following:

1. Create a data flow diagram (DFD) and an entity-relationship diagram (ERD). Use the suitable graphical modeling representation discussed in class and indicate the correct cardinalities where suitable. Normalization (i.e., the process of assuring a database structure can be implemented as a series of two-dimensional tables) should be applied to all many-to-many relationships to ensure all fields are derived from its entity and the relationship created.

2. Create the database structures (tables and relationships) necessary to meet the requirements set by The Cocoa Shop scenario. Create appropriate field names (columns) for the tables (entities). This includes having data types and sizes appropriate for the data as described in the scenario.

3. The tables are to be populated with the data contained in The Cocoa Shop scenario with sample information in the Appendix.

4. There are NO queries, forms, reports or menus due for Deliverable One.

Deliverable Two
Deliverable Two should include all of the following:

1. Correct ALL errors from Deliverable One of the project that impact Deliverable Two. Failure to do so will result in points being deducted from this assignment.

2. Create forms, queries, and reports as discussed in the write-up of Deliverable Two.

3. You are to incorporate The Cocoa Shop logo into your forms and reports.

4. All queries are to use ONLY the tables or other queries necessary to make the query fully functional. The use of unnecessary queries and/or tables will result in points being deducted.

Deliverable Three
Deliverable Three should include all of the following:

1. Create a navigational menu using the Switchboard Manager to navigate between forms and reports.

2. Insert additional data to demonstrate how the employees will use these forms to enter new information. Additional data will be provided by Instructor.

3. Insert value-added features, such as text formatting, text alignment, and color shading, to increase the readability of the information.

4. CONCLUSION

The Cocoa Shop's management needs your help. The business has been successful. However, as the business has grown, so have the demands on the family. The owner's decision to open a second chocolate boutique in nearby city, Christiana, has strained the current system. Not surprisingly, the spreadsheet software program and hard copies of other documents is no longer an efficient or effective way to address their needs of maintaining data, reaching out to old and new customers, and searching for information. TCS management is hoping you can help with the desired database needs.

Editor's Note:

This paper was selected for inclusion in the journal as the ISECON 2014 Best Case

Note: Teaching Notes and Case Supplements are available by contacting the authors

Appendix
The Cocoa Shop – Sample Product Information

Product Name	Cost	Price	Quantity on Hand	Quantity Per Unit	Wholesale Item	Chocolete Category
15 piece Truffles	$ 16.54	$ 28.95	901	105	yes	Chocolate Truffles
3 Pack of Chocolate Golf Balls	$ 39.40	$ 68.95	0	1	no	Corporate Gifts
Almond Bark Dark	$ 1.43	$ 2.50	795	105	yes	Chocolate and Nuts
Almond Bark Milk	$ 1.43	$ 2.50	901	105	yes	Chocolate and Nuts
Assorted Chocolates	$ 17.69	$ 30.95	894	105	yes	Chocolate Assortments
Assorted Sugar Free Chocolates	$ 28.54	$ 49.95	25	105	yes	Sugar Free Chocolate
Bronze Pail of Chocolate	$ 17.69	$ 30.95	997	1	no	Gift Towers and Pails
Business Gift Box - 15 Handmade Truffles	$ 13.69	$ 23.95	1000	1	no	Corporate Gifts
Caramels	$ 0.71	$ 1.25	975	105	yes	Chocolate Specials
Cashews with Milk Chocolate	$ 16.54	$ 28.95	625	60	yes	Chocolate and Nuts
Chocolate Bunnies - Large	$ 6.26	$ 10.95	0	1	yes	Chocolate Specials
Chocolate Bunnies - Small	$ 3.40	$ 5.95	0	1	yes	Chocolate Specials
Chocolate Business Cards - 10 pieces	$ 19.97	$ 34.95	998	1	yes	Corporate Gifts
Chocolate Cigars	$ 29.11	$ 50.95	0	12	yes	Corporate Gifts
Chocolate Covered Apricots	$ 1.95	$ 7.95	964	10	yes	Chocolate Covered Fruit
Chocolate Covered Strawberries	$ 1.43	$ 2.50	902	12	yes	Chocolate Covered Fruit
Chocolate Dipped Ginger	$ 1.43	$ 2.50	981	45	yes	Chocolate Covered Fruit
Chocolate Dipped Mints	$ 6.26	$ 10.95	931	30	yes	Chocolate Specials
Chocolate Dipped Orange Peel	$ 1.43	$ 2.50	976	45	yes	Chocolate Covered Fruit
Chocolate Dipped Oreos	$ 0.71	$ 1.25	936	12	yes	Chocolate Specials
Chocolate Dipped Pretzels - 12 pieces	$ 7.40	$ 12.95	139	12	no	Survival Kits
Chocolate Santa Boxes	$ 14.29	$ 25.00	994	2	yes	Chocolate Specials
Chocolate Survival Kits	$ 21.11	$ 36.95	1	1	no	Survival Kits
Chocolate Wedding Favors - Truffles Boxes	$ 29.11	$ 50.95	1000	1	no	Wedding Favors
Chocolate Wedding Tower	$102.26	$178.95	931	1	no	Wedding Favors
Coffee Lover - Espresso & Cappuccino Truffles	$ 10.95	$ 34.95	964	105	yes	Chocolate Assortments
Coffee Lover Survival Kits	$ 25.69	$ 44.95	994	1	no	Survival Kits
College Exam Chocolate Survival Kits	$ 14.29	$ 25.00	988	1	no	Survival Kits
Corporate Ultimate Assortment	$120.00	$210.00	1000	12	no	Corporate Gifts
Custom Wedding Favor Boxes	$ 37.11	$ 64.95	0	1	no	Wedding Favors
Dark Chocolate Lovers	$ 38.83	$ 67.95	963	1	no	Chocolate Assortments
Dark Chocolate Truffles	$ 1.43	$ 2.50	985	105	yes	Chocolate Truffles
Dark Chocolated Truffles	$ 0.71	$ 1.25	919	105	yes	Chocolate Truffles
Easter Chocolate Pail	$ 14.26	$ 24.95	0	1	no	Gift Towers and Pails
Fruit and Nut Clusters	$ 19.97	$ 34.95	961	12	yes	Chocolate and Nuts
Gold Pail of Chocolate	$ 29.11	$ 50.95	918	1	no	Gift Towers and Pails
Heart of Chocolate	$ 21.69	$ 37.95	1000	1	no	Chocolate Specials
Heart Wedding Favors	$ 2.83	$ 4.95	936	1	no	Wedding Favors
Milk Chocolate Truffles	$ 0.71	$ 1.25	881	105	yes	Chocolate Truffles
Nonpareils	$ 7.40	$ 12.95	942	105	yes	Chocolate Assortments
Peanut Butter Cups	$ 0.57	$ 1.00	995	105	yes	Chocolate and Nuts
Pecans with Milk Chocolate	$ 17.69	$ 30.95	754	12	yes	Chocolate and Nuts
Platinum Pail of Chocolate	$ 34.83	$ 60.95	953	1	no	Gift Towers and Pails
Positively Nuts	$ 1.43	$ 1.95	979	45	yes	Chocolate and Nuts
Roasted Macadamia with Milk Chocolate	$ 19.97	$ 34.95	985	12	yes	Chocolate and Nuts
School Begins Survival Kits	$ 21.11	$ 36.95	152	1	no	Survival Kits
Silver Pail of Chocolate	$ 23.40	$ 40.95	983	1	no	Gift Towers and Pails
Sugar Free Chocolate Pretzel	$ 2.85	$ 4.99	1000	12	yes	Sugar Free Chocolate
Sugar Free Truffles	$ 28.54	$ 49.95	982	105	yes	Sugar Free Chocolate
Tower of Chocolate Treats	$ 33.71	$ 59.00	968	1	no	Wedding Favors

*** NOTE: Product images provided in a separate file upon request ***

The Cocoa Shop – Sample Customer Information

<u>**Individual Customers**</u>

Alenjandro Roller
916 Ridgecrest
Christiana, VA 77788
(999) 844-4021
Location Preference: Christiana
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 6/19/2012

Allean Matchtolff
2022 Washington Way
Christiana, VA 77788
(999) 751-4444
Location Preference: Mandeville
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 12/6/2008

Alva Madere
2209 Western Avenue
Mandeville, VA 77777
(444) 330-1837
Location Preference: Online
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 6/4/2000

Buyung Jwang
5010 Jackson Drive
Chicago, IL 60603
(312) 337-8021
Location Preference: Mandeville
Chocolate Preference: Corporate Gifts
First Visit to TCS: 6/4/2010

Carry Peters
3721 Winter Hill Way
Mandeville, VA 77777
(444) 348-1086
Location Preference: Online
Chocolate Preference: Chocolate Covered Fruit
First Visit to TCS: 3/15/2000

Catrina Stanton
4651 Asheville Lane
Chicago, IL 60603
(773) 536-8484
Location Preference: Christiana
Chocolate Preference: Chocolate Assortments
First Visit to TCS: 5/1/1997

Donny Walker
1190 Meridian
Chicago, IL 60604
(312) 337-3820
Location Preference: Online
Chocolate Preference: Sugar Free Chocolate
First Visit to TCS: 2/11/2009

Eddie Loudermilk
10815 Keen Oak Way
Chicago, IL 60601
(773) 397-4563
Location Preference: Christiana
Chocolate Preference: Chocolate Assortments
First Visit to TCS: 1/8/2008

Edith Javorsky
1720 Iowa Street
Bentonville, VA 99999
(272) 285-1286
Location Preference: Mandeville
Chocolate Preference: Corporate Gifts
First Visit to TCS: 8/17/1998

Faye Watchel
1708 Central Drive
Chicago, IL 60603
(773) 397-1899
Location Preference: Christiana
Chocolate Preference: Chocolate Specials
First Visit to TCS: 7/6/2000

Felix Khan
7132 Fox Run
Los Angeles, CA 11112
(999) 528-6033
Location Preference: Christiana
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 7/1/2002

Franklin Pierce
2748 Alleghney
Brooksville, TX 99999
(222) 341-8733
Location Preference: Mandeville
Chocolate Preference: Chocolate Specials
First Visit to TCS: 8/1/2009

Harry Westvang
3817 Stone Ridge Mt.
Dallas, TX 99943
(272) 331-0774
Location Preference: Online
Chocolate Preference: Corporate Gifts
First Visit to TCS: 4/19/2003

Joseph Keck
4116 Pinnacle Square
Lancelot, VA 88888
(555) 715-1988
Location Preference: Christiana
Chocolate Preference: Sugar Free Chocolate
First Visit to TCS: 5/4/2006

Joshua Allbaugh
602 Pine Oak
Chicago, IL 60605
(312) 335-7232
Location Preference: Mandeville
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 9/24/2007

Keith Goertzen
1833 Pepperdine
Brooksville, TX 99999
(999) 517-9988
Location Preference: Christiana
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 10/7/1999

Kevin Darr
28 West Paris
Anchorage, AK 44444
(999) 685-7974
Location Preference: Christiana
Chocolate Preference: Chocolate Covered Fruit
First Visit to TCS: 12/1/2009

Lamont George
2005 Copper Rock
Dallas, TX 99943
(888) 212-7358
Location Preference: Mandeville
Chocolate Preference: Gift Towers and Pails
First Visit to TCS: 11/11/2006

Leigh Ann Macnai
1206 Lincoln Blvd
Tulsa, VA 88877
(999) 307-5629
Location Preference: Online
Chocolate Preference: Corporate Gifts
First Visit to TCS: 4/25/2011

Marcus Dastolfo
229 Redwood Drive
Brooksville, VA 99999
(999) 890-2784
Location Preference: Mandeville
Chocolate Preference: Chocolate Assortments
First Visit to TCS: 12/4/2003

Marvel Grogan
24013 Bellaire Drive
Chicago, IL 60602
(312) 281-3518
Location Preference: Mandeville
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 8/18/1999

Michael Demopolos
424 Northwest Quapah Avenue
Chicago, IL 60604
(312) 247-1500
Location Preference: Mandeville
Chocolate Preference: Chocolate Covered Fruit
First Visit to TCS: 6/19/2003

Reginald Roselius
1240 NW Boulevard
Chicago, IL 60602
(773) 536-3728
Location Preference: Online
Chocolate Preference: Chocolate Covered Fruit
First Visit to TCS: 6/19/2005

Robert Brunhoeber
123 Downing Street
Dallas, VA 99943
(999) 478-4852
Location Preference: Christiana
Chocolate Preference: Chocolate Specials
First Visit to TCS: 5/30/2001

Robin Bibb
777 Washington Boulevard
Chicago, IL 60603
(312) 281-9103
Location Preference: Mandeville
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 8/17/2002

Samuel Thompson
2540 Hunter Cliff
Phoenix, VA 22222
(999) 804-2881
Location Preference: Online
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 2/13/2007

Stareta Spruill
2411 Horshoe
Colleyville, VA 77763
(444) 289-7892
Location Preference: Mandeville
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 1/20/2005

Yosheto Tang
612 Irvine Way
Duncan, VA 99977
(999) 721-3330
Location Preference: Mandeville
Chocolate Preference: Sugar Free Chocolate
First Visit to TCS: 9/27/2004

Yuri Milenkovic
17613 Spring Creek
Grapevine, VA 99924
(999) 715-9888
Location Preference: Online
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 9/13/2010

Wholesale Customers

Betty Grogan
Company: Betty's Interior Designs
423 Paddington Way
Mandeville, VA 77777
(444)330-3291
Location Preference: Christiana
Chocolate Preference: Corporate Gifts
First Visit to TCS: 12/5/2009

Mark Lancaster
Company: Lancaster Paints, Incorporated
701 Balcones Drive
Christiana, VA 77788
(999)350-2405
Location Preference: Christiana
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 12/4/2003

Cesar Blaylock
Company: Blaylock Bike and Burlap
8002 Wandering Deer Court
Christiana, VA 77788
(999)751-6691
Location Preference: Mandeville
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 5/25/2012

Lewis Leedom
Company: Leedom Pharmacy
12 Meadowglade Crescent
Christiana, VA 77788
(999)445-8671
Location Preference: Christiana
Chocolate Preference: Chocolate Truffles
First Visit to TCS: 3/5/2010

Michelle Masterson
Company: Cresent Manufacturing, Incorporated
26011 Palm Avenue
Mandeville, VA 77777
(444)281-5502
Location Preference: Christiana
Chocolate Preference: Chocolate and Nuts
First Visit to TCS: 11/30/2004

The Cocoa Shop – Sample Shipping Options

Shipping Type	Delivery Days	Shipping Fee
UPS (5-Day Delivery)	5	$11.00
UPS (3-Day Delivery)	3	$21.00
DHL (3-Day Delivery)	3	$25.00
USPS (7-Day Delivery)	7	$9.99
FEDEX (2-Day Delivery)	2	$27.00
In-Store Pickup	0	$0.00

The Cocoa Shop – Sample Transaction Information

Purchase Date	Customer Name	Product Name	Quantity	Payment Type	Shipping Option	Discount
5/1/1997	Catrina Stanton	15 piece Truffles	3	Master Card	In-Store Pickup	$0.00
9/8/1997	Franklin Pierce	Assorted Chocolates	5	Cash	In-Store Pickup	$0.00
9/8/1997	Franklin Pierce	School Begins Survival Kits	1	Cash	In-Store Pickup	$0.00
2/14/1997	Eddie Loudermilk	Assorted Sugar Free Chocolates	2	Visa	In-Store Pickup	$0.00
8/17/1998	Edith Javorsky	Platinum Pail of Chocolate	1	Check	USPS (7-Day)	$0.00
2/13/1998	Robert Brunhoeber	Heart of Chocolate	2	Check	USPS (7-Day)	$0.00
8/18/1999	Marvel Grogan	Coffee Lover Survival Kits	1	American Express	UPS (3-Day)	$0.00
10/7/1999	Keith Goertzen	Pecans with Milk Chocolate	3	American Express	DHL (3-Day)	$0.00
3/15/2000	Carry Peters	15 piece Truffles	5	Check	UPS (3-Day)	$0.00
6/4/2000	Alva Madere	Peanut Butter Cups	5	Cash	DHL (3-Day)	$0.00
7/6/2000	Faye Watchel	Chocolate Dipped Ginger	5	Cash	UPS (3-Day)	$0.00
5/30/2001	Robert Brunhoeber	Sugar Free Truffles	1	Cash	USPS (7-Day)	$0.00
7/1/2002	Felix Khan	15 piece Truffles	5	Master Card	In-Store Pickup	$0.00
8/17/2002	Robin Bibb	Almond Bark Milk	12	Master Card	In-Store Pickup	$0.00
4/19/2003	Harry Westvang	Silver Pail of Chocolate	1	Visa	UPS (3-Day)	$0.00
6/19/2003	Michael Demopolos	Dark Chocolate Lovers	1	Master Card	In-Store Pickup	$0.00
12/4/2003	Marcus Dastolfo	Sugar Free Truffles	1	Cash	In-Store Pickup	$0.00
12/4/2003	Mark Lancaster	Chocolate Santa Boxes	3	Visa	TCS Toyota Truck	$15.00
9/27/2004	Yosheto Tang	Cashews with Milk Chocolate	2	Check	In-Store Pickup	$0.00
11/30/2004	Cesar Blaylock	Bronze Pail of Chocolate	1	Check	TCS Toyota Truck	$15.00
1/20/2005	Stareta Spruill	Bronze Pail of Chocolate	1	American Express	In-Store Pickup	$0.00
6/19/2005	Reginald Roselius	Chocolate Covered Strawberries	10	American Express	DHL (3-Day)	$0.00
5/4/2006	Joseph Keck	Chocolate Covered Strawberries	12	Check	In-Store Pickup	$0.00
11/11/2006	Lamont George	Dark Chocolated Truffles	12	Cash	In-Store Pickup	$0.00
2/13/2007	Samuel Thompson	Roasted Macadamia with Milk Chocolate	2	Check	FEDEX (2-Day)	$0.00
9/24/2007	Joshua Allbaugh	15 piece Truffles	2	Check	In-Store Pickup	$0.00
1/8/2008	Eddie Loudermilk	Pecans with Milk Chocolate	1	Master Card	In-Store Pickup	$0.00
12/6/2008	Allean Matchtolff	Assorted Sugar Free Chocolates	1	Master Card	In-Store Pickup	$0.00
12/6/2008	Allean Matchtolff	College Exam Chocolate Survival Kits	1	Master Card	In-Store Pickup	$0.00
2/11/2009	Donny Walker	15 piece Truffles	2	Visa	USPS (7-Day)	$0.00
2/11/2009	Donny Walker	Chocolate Covered Apricots	3	Visa	USPS (7-Day)	$0.00
2/12/2009	Robert Brunhoeber	Sugar Free Chocolate Pretzel	5	Master Card	UPS (3-Day)	$0.00
2/14/2009	Felix Khan	15 piece Truffles	1	Cash	DHL (3-Day)	$0.00
2/14/2009	Yosheto Tang	Silver Pail of Chocolate	1	Visa	USPS (7-Day)	$0.00
8/1/2009	Franklin Pierce	Coffee Lover - Espresso & Cappuccino Truffles	1	Check	In-Store Pickup	$0.00
12/1/2009	Kevin Darr	15 piece Truffles	5	Check	USPS (7-Day)	$0.00
12/5/2009	Michelle Masterson	Chocolate Business Cards - 10 pieces	2	American Express	TCS Ford Truck	$15.00

The Cocoa Shop – Sample Transaction Information (CONTD.)

Purchase Date	Customer Name	Product Name	Quantity	Payment Type	Shipping Option	Discount
2/1/2010	Joseph Keck	Peanut Butter Cups	24	American Express	In-Store Pickup	$0.00
2/10/2010	Michael Demopolos	Nonpareils	4	Check	In-Store Pickup	$0.00
3/5/2010	Betty Grogan	Business Gift Box - 15 Handmade Truffles	1	Cash	In-Store Pickup	$0.00
6/4/2010	Buyung Jwang	Caramels	12	American Express	In-Store Pickup	$0.00
9/13/2010	Yuri Milenkovic	Chocolate Covered Strawberries	24	American Express	FEDEX (2-Day)	$0.00
9/13/2010	Yuri Milenkovic	School Begins Survival Kits	1	American Express	FEDEX (2-Day)	$0.00
1/15/2011	Marcus Dastolfo	Sugar Free Chocolate Pretzel	3	Master Card	In-Store Pickup	$0.00
2/10/2011	Mark Lancaster	Chocolate Cigars	10	Master Card	TCS Benz Truck	$10.00
2/11/2011	Yosheto Tang	Sugar Free Truffles	1	Visa	In-Store Pickup	$0.00
2/11/2011	Yosheto Tang	Caramels	4	Visa	In-Store Pickup	$0.00
4/25/2011	Leigh Ann Macnai	Roasted Macadamia with Milk Chocolate	1	American Express	USPS (7-Day)	$0.00
5/25/2012	Alenjandro Roller	Chocolate Cigars	5	American Express	FEDEX (2-Day)	$0.00
5/25/2012	Alenjandro Roller	3 Pack of Chocolate Golf Balls	3	American Express	FEDEX (2-Day)	$0.00
6/19/2012	Lewis Leedom	Dark Chocolate Lovers	1	Check	TCS Ford Truck	$25.00
8/18/2012	Lamont George	Chocolate Dipped Mints	2	Cash	USPS (7-Day)	$0.00
8/18/2012	Lamont George	Chocolate Dipped Oreos	12	Cash	USPS (7-Day)	$0.00
9/25/2012	Samuel Thompson	School Begins Survival Kits	1	Cash	In-Store Pickup	$0.00
12/21/2012	Joshua Allbaugh	Nonpareils	2	Cash	In-Store Pickup	$0.00
12/21/2012	Joshua Allbaugh	Chocolate Santa Boxes	1	Cash	In-Store Pickup	$0.00
12/22/2012	Michael Demopolos	Chocolate Santa Boxes	2	Check	In-Store Pickup	$0.00
12/28/2012	Lamont George	Caramels	10	Check	In-Store Pickup	$0.00