

MBA International Marketing Assignment on Cadbury's.



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Introduction:

This assignment's objective is to analyse the chocolate and confectionery industry, namely the Cadbury's brand in the UK and Australia. Cadbury's is a low-involvement product that is distributed in more than 50 nations throughout the world. In spite of expanding innovation, demand for confectionery products is still increasing. However, market sectors for expansion are provided by urban residents and high-income groups.

In this report, looking at each of these countries will compare the Marketing strategies used by the management with reference to the similarities and differences of each country market.

It includes Macro environment, its forces that are Favourable or unfavourable for Cadbury in two countries namely United Kingdom and Australia. It also talks about The Hofstede Cultural Dimensions model explained for Social/Cultural forces for Cadbury in relation to the above-mentioned countries with Similarities and differences.

Porters 5 Forces model for Cadbury in United Kingdom and Australia is explained if each force is high, medium, or low and why, SWOT analysis is also stated in this assignment including Similarities and differences with Facts and figures.

This assignment also covers the Segmentation, targeting and positioning of the Cadbury, Marketing mix elements, Definition of directional development strategy in relation with Ansoff matrix. The last part of the report contains the Conclusions and recommendations.

Background information about the company:

According to the article published on 19 January 2017, by Richard Franks, Freelance Travel & Music Writer writes,

In Birmingham's downtown, John Cadbury opened his first store in 1824 and sold drinking chocolate, cocoa, tea, and coffee. Alcohol was viewed as a healthier alternative to drinking chocolate since Quakers thought it had a negative impact on society.



Ref: John Cadbury's first shop on Bull St, 1824 | © Cadbury

As their business expanded, John turned to Benjamin for help, and the two brothers teamed up to establish Cadbury Brothers.

The first Cadbury Easter egg was created in 1875 because of advances following the company's first sizable success with Cadburys' Cocoa Essence. In 1897, the brothers also created the first milk chocolate bar. Richard Franks (19 January 2017)

For their employees, Richard and George built a new factory and a "model hamlet" in the early 1900s that comprised more than 300 cottages and neighbouring homes as well as amenities including shops and schools and more than 300 other structures. Richard Franks (19 January 2017)

Dairy Milk, the most well-known Cadbury product to date, was originally produced in 1905. Prior to the beginning of dairy Milk poster advertisements, Bournville Cocoa, Milk Tray, and Flake were all created. Though it wasn't for Dairy Milk, the first Cadbury tv commercial aired in 1955, and ever since, the company's television ad campaigns have received some of the highest acclaim in the history of advertising. Richard Franks (19 January 2017)

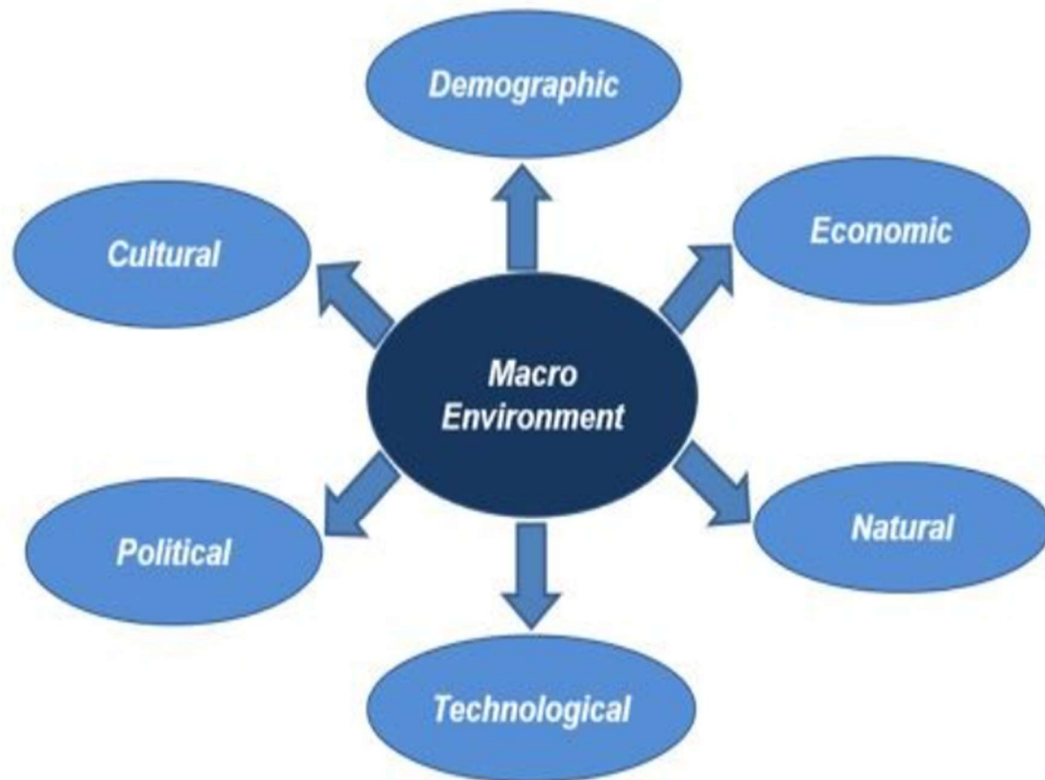
Cadbury's headquarters will always be in the suburb of Bournville, even though American candy giant Mondelez International now controls the company.

Bournville is still a place that has a strong connection to the past. The factory is now a popular tourist destination, and the industrial grounds has also recently undergone repair. Richard Franks (19 January 2017)

The Macro environment:

According to an article written by Bobin Philip, a supply chain professional, on November 13, 2019, the "macro environment" refers to the main external, uncontrollable elements that affect how an organisation takes decisions. The operations of a corporation take place in a more extensive

framework than just the local market. It includes of components that simultaneously present opportunities and threats for company. The macro environment is made up of six different elements: the political, social, technological, natural, and cultural environments.



Ref: <https://www.linkedin.com/pulse/micro-macro-environment-factors-analyzed-companies-bobin-philip/>

Macro Environment in relation to UK and Australia, explaining each force if favourable or unfavourable and why:

Demographic environment:

Cadbury has no noticeable distinction based on religion, gender, educational attainment, or Income groups. Younger

age groups, such as children and teenagers, are the target market for the brand, it uses brilliant colours and emphasis on fun. As a result, this force can be viewed as advantageous.

Rosalie McKersie (no date)

Economic environment:

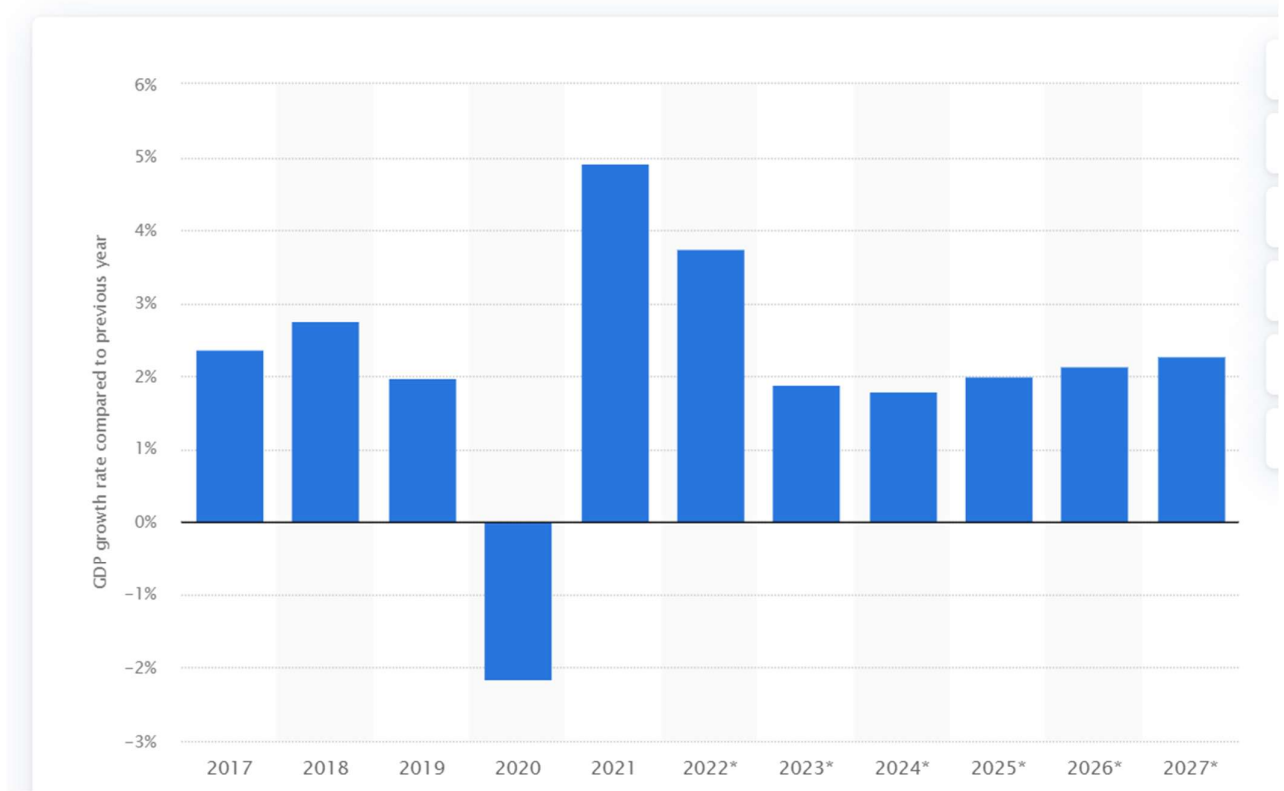
The U.K.'s current economic climate is ideal for the confectionery business to thrive. Because of this, many businesses are now able to obtain resources and maintain output as the global economic depression is turning around (Rosenfeld 5). Due to its lack of financial stability during the world recession, Cadbury PLC was forced to repurchase its shares on the global market.

An American firm called Kraft Foods wanted to buy Cadbury and made a sizable bid for it. Therefore, even though the current economic climate is stable, the previous economic climate was unfavourable to Cadbury and resulted in massive debt, which eventually led to the takeover bid/merger (Miller 16).

According to a source provided by statista and written by Danielle Allen, Australia's economy has expanded during the past year. In 2021, the country's economy grew by 4.91%. The country has improved living conditions, stronger employment prospects, rising purchasing power, and favourable exchange rates. A stable and advantageous economic environment is one in which Cadbury may function, and it may profit from this and seize the opportunity for growth that a stable economy offers. Rosemary McKersie (no date)

Demographic enviro

Australia: Real gross domestic product (GDP) growth rate
(compared to the previous year)



Source: <https://www.statista.com/statistics/263602/gross-domestic-product-gdp-growth-rate-in-australia/>

Natural environment:

It speaks of the real surroundings or natural resources that either serve as inputs for marketers or are impacted by their work. Examples include droughts, air and water pollution, and floods. By employing sustainable farming practises, protecting the environment, and fostering the local economy, Cadbury benefits the environment and the community in both countries. Philip Bobin, Supply Chain Expert (2019)

Technological Environment:

Cadbury's technology has changed the way it makes and packs its products in the UK over time, starting with the introduction of new brew equipment to mix coffee and cocoa powders. Recent steps involve development of pathogen testing technologies and the submission of patents for chocolate that can survive heat. Philip Bobin, Supply Chain Expert (2019)

Australia encourages a range of developments it attracts a lot of investors. High innovation might be seen as a positive factor because it gives Cadbury an opportunity to expand. Danielle Allen published (June 26, 2020)

Political Environment:

Due to government practises, just labour laws, and low levels of corruption, the political environment is safe for enterprises. To encourage both domestic and foreign investment, the government has developed incentives. Bobin Philip, Supply Chain Professional (2019).

The Labour party's loss of power in the UK to the Conservative/Liberal Democrats will surely have an impact on Cadbury's corporate practises. Bobin Philip, Supply Chain Professional (2019).

The adoption of taxes is another political factor that will influence how Cadbury manages its assets and distributes its profits to shareholders. Bobin Philip, Supply Chain Professional (2019).

Australia broadens the selection of business alternatives available to organisations thanks to its membership in the Commonwealth and the World Trade Organization. A stable political environment offers Cadbury the chance to grow and increase sales. Danielle Allen, (June 26, 2020)

Conclusion:

Environmental scanning:

Environmental scanning is important because of the quick changes in the environment, which have a significant impact on how the Cadbury organisation operates. Cadbury's takes the necessary action considering the changes that occur in the environment to succeed in the market and to avoid risks.

Environmental analysis:

Environmental analysis will aid Cadbury in understanding what is occurring both inside and externally, and it will raise the likelihood that the organisational strategies created will accurately reflect the organisational environment.

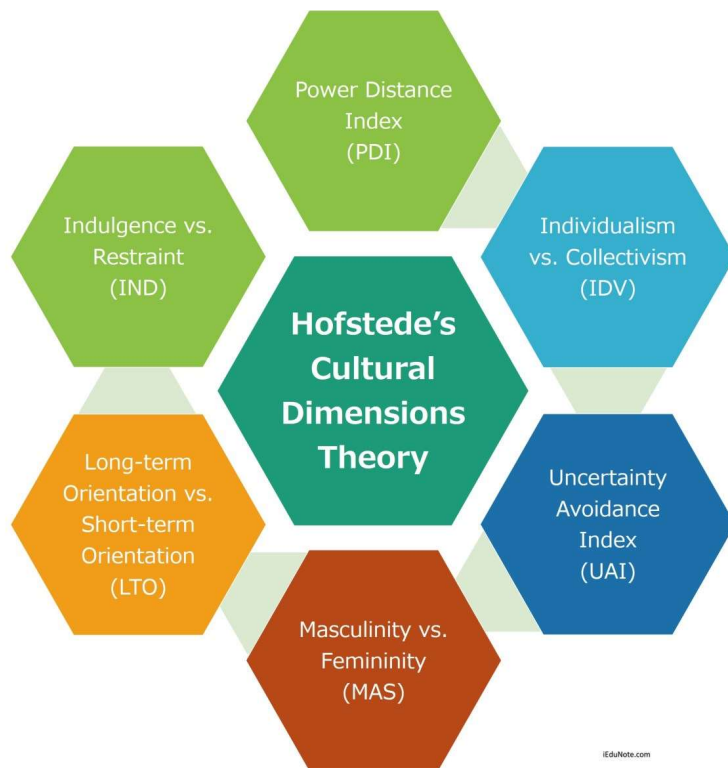
Analysis of the corporate environment aids in locating strengths, weaknesses, opportunities, and dangers. Every commercial enterprise needs to analyse to succeed and expand its business.

Social/Cultural Environment:

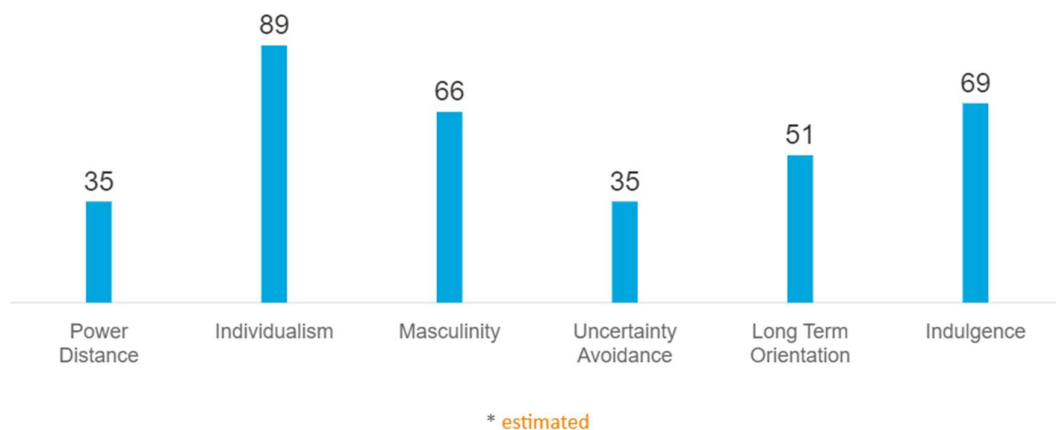
The Hofstede's Cultural Dimensions Theory, created by Geert Hofstede, offers a framework for understanding how cultures differ between nations and how business is conducted in

various cultural contexts. Demetrius Williams, a digital marketing expert with Toppan Digital Language (no date)

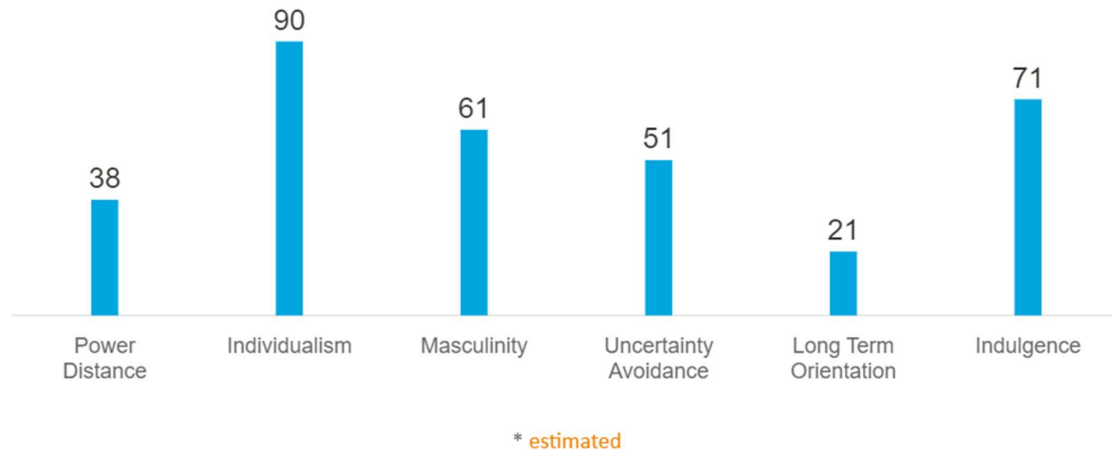
Critical Analysis of the Hofstede Cultural Model and Dimensions:



Source: <https://www.iedunote.com/hofstedes-cultural-dimensions-theory>



Source: <https://www.hofstede-insights.com/country/unitedkingdom/>



Source: <https://www.hofstede-insights.com/country-comparison/australia/>

1. Power Distance Index (PDI):

How socially acceptable a power imbalance is determined by the Hofstede power-distance index. This metric can be used to assess interactions between superiors and subordinates generally or to highlight traits. PDI is low in the UK

Most Britons appear to agree that inequality should be kept to a minimum, according to this data. This can be considered a benefit. Demetrius Williams (no date)

Australia performs poorly in this category. In Australian workplaces, hierarchies are created for convenience, superiors are readily available, and managers rely on the skills of staff members and teams. Consultations are eagerly anticipated by managers and staff, and information is routinely exchanged. Additionally, informal, direct, and participatory

communication takes place. Hofstede-related observations (no date)

2. Individualism vs. Collectivism (IDV):

This indicator investigates "the extent to which individuals in a society are incorporated into groups."

In terms of individualism, how often a person defines themselves in terms of "I" or "we," the UK comes out on top. Because the UK is an individualistic country. These towns residents value their privacy, rely on their own judgement, and pursue personal fulfilment. This could be viewed as a positive aspect. Demetrius Williams (no date)

Australia received a score of 90 in this category, demonstrating how highly individualism is valued there. Employees are expected to be independent and assertive in the business sector. Hofstede's insights (no date)

3. Uncertainty Avoidance Index (UAI):

The UK is not well-prepared for the future, this can be seen as a negative factor. Demetrius Williams (no date)

Australia receives a score of 61 and is categorised as a "Masculine" society. The popular notions that "the winner takes all" and "strive to be the best one can be" govern behaviour in all contexts, including school, work, and play. Insights from Hofstede (no date)

4. Masculinity vs. Femininity (MAS):

According to Hofstede's research from the 1970s, male values are more achievement-focused as opposed to feminine values,

which are more nurturing. According to Hofstede's research, the UK is a primarily "male" nation. The UK culture, which received a score of 66 for this cultural component., is inclined to emphasise competition, achievement, and success at the expense of attributes like getting along with people, modesty, and measures of quality of life. People regard their careers highly and frequently express desire. This can be seen as a benefit. Demetrius Williams (no date)

The uncertainty avoidance score reflects how intimidated a culture's people feel by ambiguous or unknowable situations and how much they have developed institutions and beliefs to try to avoid them. Australia receives a very respectable 51 on this factor. Insights from Hofstede (no date)

5. Long-term Orientation vs. Short-term Orientation (LTO):

This dimension describes how current actions and roadblocks relate to those from the past.

Societies with high long-term scores recognise the value of flexibility and contextual, pragmatic problem-solving

Since they are not well-prepared for the future, this can be seen as a negative factor. Demetrius Williams (no date)

Australia and UK scored low on these criteria. They exhibit a great regard for tradition, low ability for saving for the future, and a focus on completing tasks fast. Insights from Hofstede (no date)

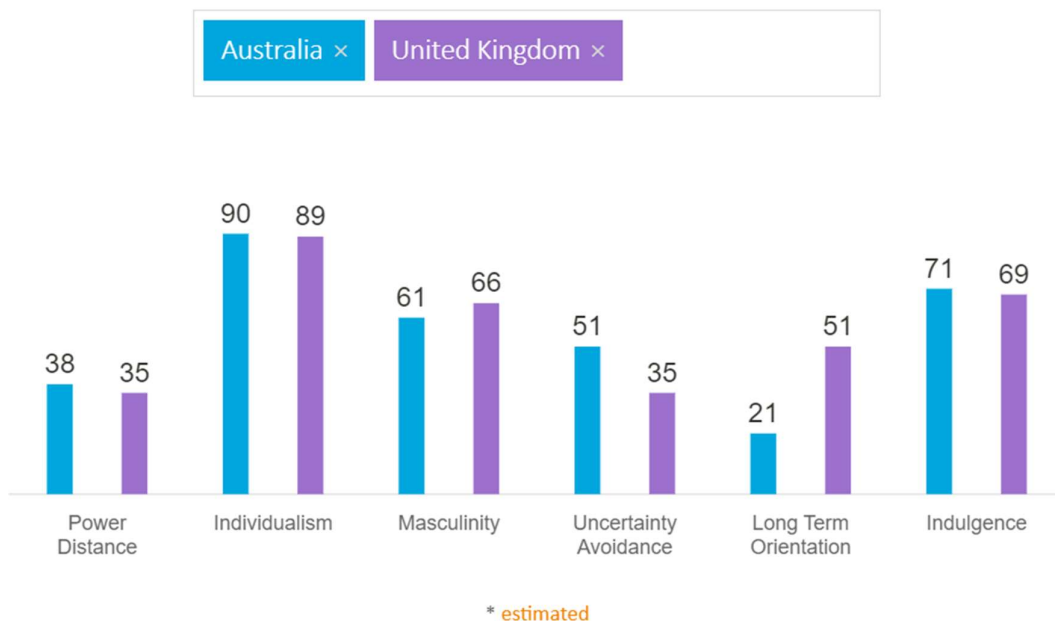
6. Indulgence vs. Restraint (IND):

This component successfully functions as a barometer of contentment, regardless of whether the simple joys are realised.

While indulgent civilizations believe that they are in charge of their own lives and emotions, restrained societies believe that the acts and emotions of others dictate their lives and emotions.

The UK and Australia has trouble controlling their impulses and a tendency to do as they please. This might be thought of as a neutral force. Demetrius Williams (no date)

The similarities and differences of Macro Environment in relation to UK and Australia (including Hofstede cultural dimensions):



Source: <https://www.hofstede-insights.com/country-comparison/australia,the-uk/>

- Demographic environment of United Kingdom and Australia is quite similar since in both countries the brand is targeting kids and teenagers.
- Economic environment of UK was quite unfavourable during the world's recession, but now the environment economically is getting stable, and the Australia economy is operating stable as well.
- Cadbury uses sustainable farming methods in both the countries i.e., in UK and Australia, Natural environment force is quite helpful and does not affect marketing activities.
- Technological environment in UK and Australia is growing, in both the countries, giving Cadbury new opportunities and it has altered Cadbury's production and packing process.
- Political environment of UK is affected due to the transition of power but in Australia, the political climate is quite stable.
- Power distance of UK and Australia scores low. Employees desire a more centralized workplace as a result, and a hierarchically structured organization with an autocratic leadership style in which employees are expected to be told what to do and where there are significant wage inequalities.
- In Individualism the score for both the countries is high, the preference of individuals to live in a loosely linked society where the emphasis of the self and liberty is placed.
- In Masculinity the score is moderate, in this Men focus on achievement, rivalry, and rewards in cultures with

clearly defined gender roles, whereas women priorities more delicate ideals like quality of life and modesty.

- In Uncertainty Avoidance Australia scores high than UK
- In long term Orientation UK scores average and Australia score is too low
- In indulgence both UK and Australia have high scores

Advantages and disadvantages of Hofstede model:

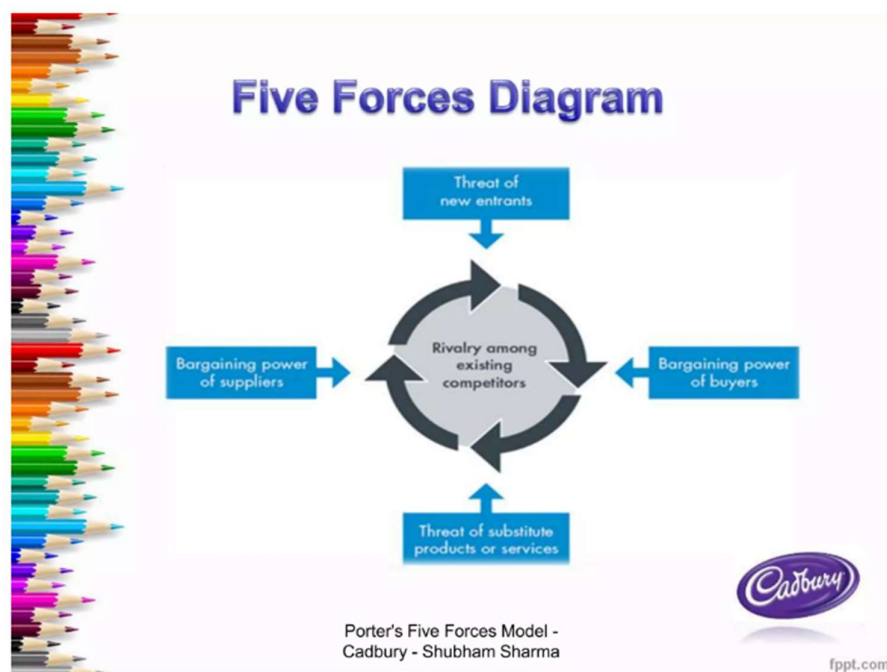
Advantages	Disadvantages
The Hofstede model was praised for its usefulness in educating people about diverse cultures in daily life.	Hofstede endured a lot of criticism from all sides despite his accomplishments.
Hofstede's technique allowed the organisation to expand its market without running into any cultural barriers.	A few issues have been raised regarding the model's applicability. The contrary, according to researchers. According to the majority, Hofstede's model failed to take the community into account.
Analyse the numerous attitudes and behaviours used in advertising and worldwide brand campaigns.	According to Hofstede, the societies inside all home countries are uniform. But some countries are actually assemblages of different ethnicities.
Hofstede's model was created at a time when international commerce and culture were still largely in their infancy. Although to some it may seem rigid and modern.	In contrast, McSweeney (2000) claims that "Analysing via nations is not proper because it is not always constrained by boundaries."

As a result of Hofstede's approach, people began to globalise.

Some contend that it is out-of-date, while others argue that the four dimensions did not offer enough information.

Porters 5 Forces model of Cadbury in UK and Australia:

Porters 5 Forces model is a framework to analyse level of competition within an industry and business strategy development.



Source: <https://www.slideshare.net/ShubhamSharma288/porters-five-forces-model-cadbury-47119374>

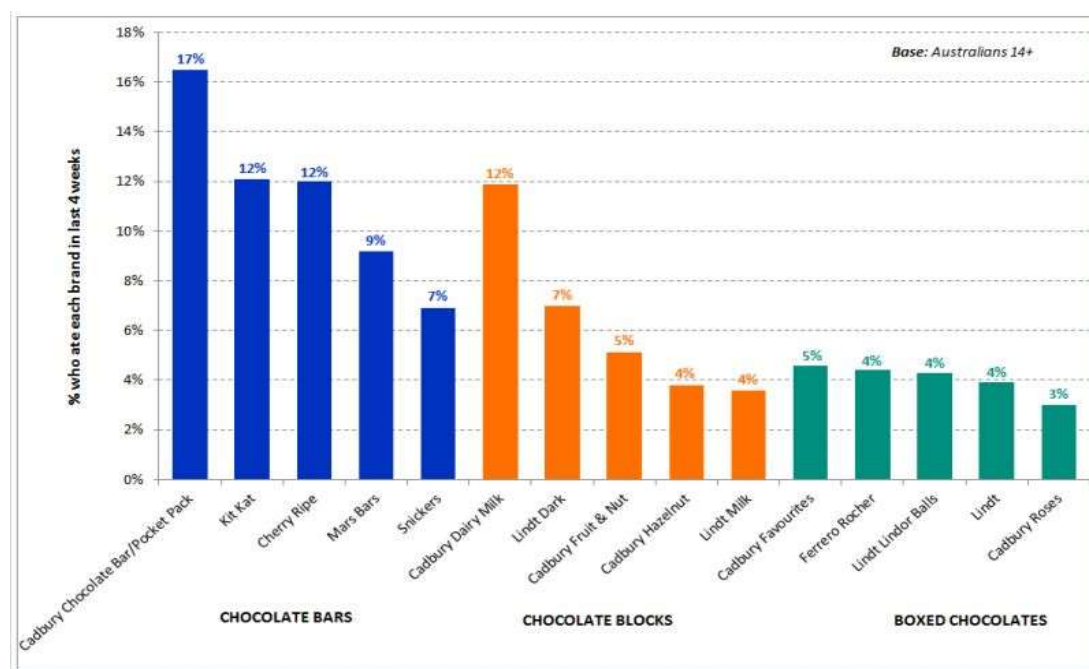
Bargaining power of buyers (High):

Porter (2008) claims that when a product only accounts for a small portion of a consumer's overall prices or expenditures, they become less price sensitive.

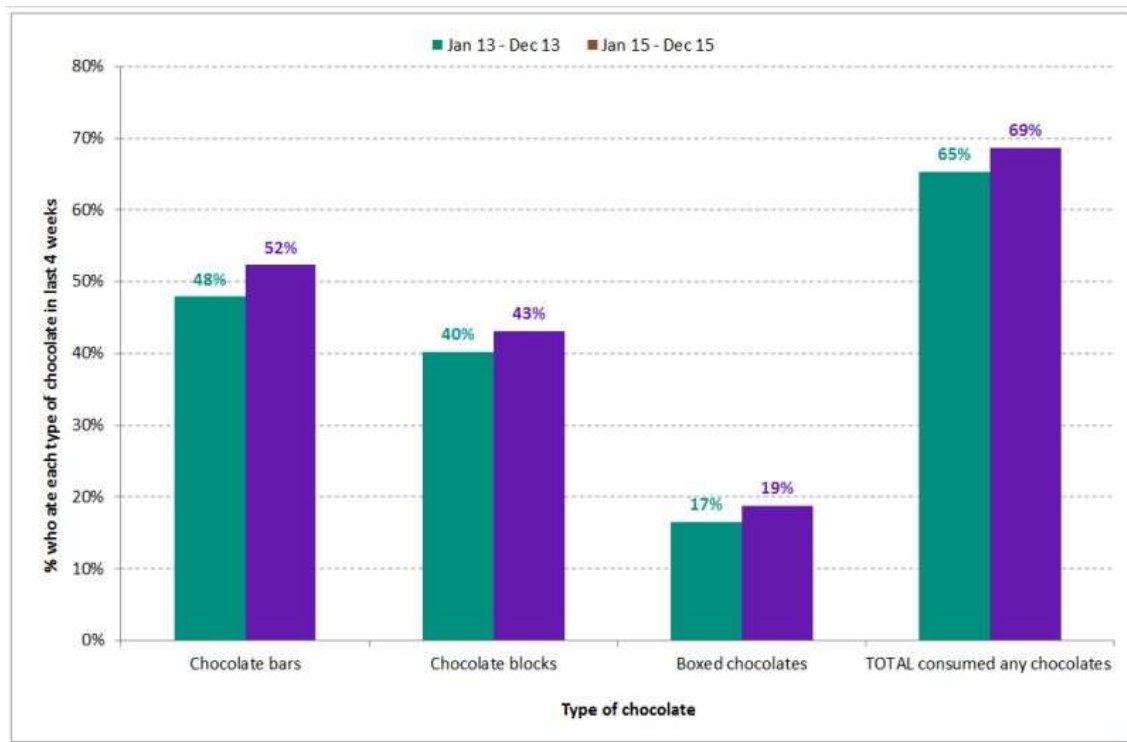
Consumers or retailers may be Cadbury's customers. The market sector that has the most impact over Cadbury and other chocolate manufacturers is retail customers.

Most of the large stores in the UK are Tesco and Asda. In Australia, local markets and stores carry Cadbury products. Buyers have substantial negotiating power in both nations. That is a sizable group that is directly related to income. It may have a significant effect. Mark E. Porter (1980)

Top of the rankings in each category is Cadbury. The company's 50g bars and pocket were found to be the most popular chocolate bar, being consumed by 17% of Australians, or 3.2 million individuals, each month. The popularity of Cadbury Dairy Milk, which was appreciated by 12% of consumers, outshone that of other block brands. With a 5.0% market share, Cadbury Favourites took first place in the boxed chocolate category. Whitehead, RJ (23 March 2016).



Source: Foodnavigator Asia Australia



Source: Foodnavigator Asia Australia

According to the diagram above from the article Food Navigator by RJ Whitehead on March 23, 2016, Cadbury is a favourite among Australians, and the fact that the brand has a dominant market share in the nation shows how strong Australian consumers bargaining power is.

Bargaining power of suppliers (Low and Moderate):

The price and quality of the final product are significantly influenced by suppliers with strong negotiation power.

Cadbury employs three essential ingredients: cocoa, milk, and sugar. Prices for cocoa have risen to their highest levels in 23 years because of the fall in cocoa production, increasing the cost pressure on manufacturers of confectionery. BBC (2008). Cadbury employs commodity derivative contracts for cocoa

and sugar. The "Cadbury Cocoa cooperation" seeks to guarantee a steady supply of the bean by aiding cocoa growers in Ghana, India, Indonesia, and the Caribbean (Cadbury, 2008).

Perhaps another strategy to strengthen their position would be a backward integration, during which they would pick up one or more new abilities. Therefore, Porter (1980) found that suppliers' negotiating power is low in the UK. The suppliers' bargaining strength is moderate in Australia (Johnson et al, 2008).

Cocoa prices have risen to their highest levels in 23 years as a result of the fall in cocoa production (BBC, 2008). Perhaps a backward integration strategy, in which they would learn one or more new skills, would be a way to strengthen their position. The suppliers' bargaining strength is moderate in Australia (Johnson et al, 2008).

Rivalry among existing competitors (High):

Participants in the confectionery industry compete fiercely with one another. The top five global rivals in the confectionery industry are Nestle, Mars & Wrigley, Cadbury, Ferrero Rocher, and Hershey, with a combined market share of over 42%. (Cadbury, 2008). Strong brands are present all around the world for the major players in the industry. Due to the industry's robust growth rates—roughly 10% in developing regions and 5% in developed ones—the confectionery sector is especially alluring. Pricing competition may happen because of the fierce competition, which would lower the company's operating margins. high

effect Australia and the UK have intense competition among their current rivals (Porter, M. E.,1980).

Pricing competition may happen because of the fierce competition, which would lower the company's operating margins. high effect In Australia, there is intense competition between current rivals (Porter, M. E.,1980).

Threat of substitute products (Moderate):

The World Health Organization (WHO) (2008) predicted that at least 400 million people globally were obese in 2005 and that number will rise to 700 million by 2015. These countries have the largest confectionary markets globally.

Consumers snacking preferences are changing as they become more aware of the advantages of eating healthfully. The chocolate sector is challenged by goods like cereal bars and fruit bars because consumers, especially health-conscious parents, favour the better option. Market substitutes are widely available. Adding vitamins or antioxidants to chocolate is one way that producers try to increase the value of their creation. In the UK and Australia, this threat is Moderate (Porter, M. E.,1980).

Threat of a new entry (Low):

Given that well-known companies like Nestle, Mars & Wrigley, Cadbury, Ferrero Rocher, and Hershey, which together account for 42% of the market, dominate the candy industry. 2008 (Cadbury)

Without a unique, exciting product, perhaps something that fits in with the above healthy lifestyle, it is quite difficult for a

new company to enter the market. They will face competition from highly well-established companies with well-established brand names, distribution networks, and financial investments, making it difficult for them to achieve a large market share. New competitors face additional obstacles due to economies of scale and the experience of seasoned producers and distributors. The threat of a new entry is minimal in the UK and Australia (Johnson, et al.

The similarities and differences of Porters 5 Forces model between UK and Australia:

- Retail customers are the group that affects Cadbury the most. Most of them are large retailers like Tesco and Asda in the UK. Porter (2008) claims that this is a significant group that directly affects revenue, so it can be said that buyers' bargaining power is high in the UK and Australia.
- As a result of the decline in cocoa production, cocoa prices have increased to their highest levels in 23 years, putting additional pressure on confectionery manufacturers' ability to contain costs (BBC, 2008). Due to this, we can argue that Australia's and the UK's suppliers have moderate bargaining power, respectively. Porter, M. E. (1980). (Johnson et al, (2008).
- The source claims that 42% of Cadbury in 2008 According to the source, the top five global rivals in the candy industry are Hershey, Cadbury, Nestle, Mars & Wrigley, Cadbury, Ferrero Rocher, and 20.8 about 42% of the market share combined. This merely demonstrates that there is intense competition between current rivals in both countries.

- Consumers' snacking preferences are changing as they become more aware of the advantages of eating healthfully. Based on this data, we may conclude that both countries have a Moderate threat from alternative products (WHO) (2008).
- It is quite difficult for a new business to enter the market unless they have a unique, exciting product, perhaps one that fits with the above-mentioned healthy lifestyle. Therefore, In UK and Australia, the threat of a new entry is low. Johnson, et al (2008)

SWOT analysis of Cadbury in UK and Australia:

SWOT analysis evaluates an organization's Strengths, Weaknesses, Opportunities, and Threats. It determines potential solutions to current or potential issues.

Opportunities and threats are external elements, but strengths and weaknesses are internal ones. Smart Study for Cadbury (no date).



Source: SWOT analysis of Cadbury in UK - Bing images

SWOT Analysis in United Kingdom:

Strengths:

One of the company's most valuable assets is its strong brand. Cadbury, despite having several competitors, remains stable in the confectionery brands of the world. Despite this, consumers in many different countries are familiar with Cadbury, its products, and its flavours. Smart Study for Cadbury (no date).

Second, Cadbury has a global presence. The company is international since it conducts business in several countries in addition to the United Kingdom, where it is headquartered. By doing this, Cadbury gains profit from a variety of global

markets. Additionally, it has a low risk of failure because it would still have lots of opportunity to succeed even if it lost one of its markets. Smart Study for Cadbury (no date).

Weaknesses:

The limited selection of products offered by Cadbury is one of its weaknesses. Another element is the frequency with which Cadbury recalls their goods. The company's products have repeatedly been recalled for several reasons. For instance, although being advertised as allergen-free, they contained nuts. Due to these issues, consumers may cease trusting the brand, which could damage its reputation. Smart Study for Cadbury (no date).

Opportunities:

Cadbury has a great chance in emerging markets. Markets in places like East Asia and Africa, which in the past had no significance for significant food firms like Cadbury, are now growing more and more enticing. Consumer income in these regions has increased because of economic growth and globalisation, allowing individuals to buy Cadbury's products. However, because it generates new revenue sources, expansion is supported by emerging markets. Smart study for Cadbury (no date).

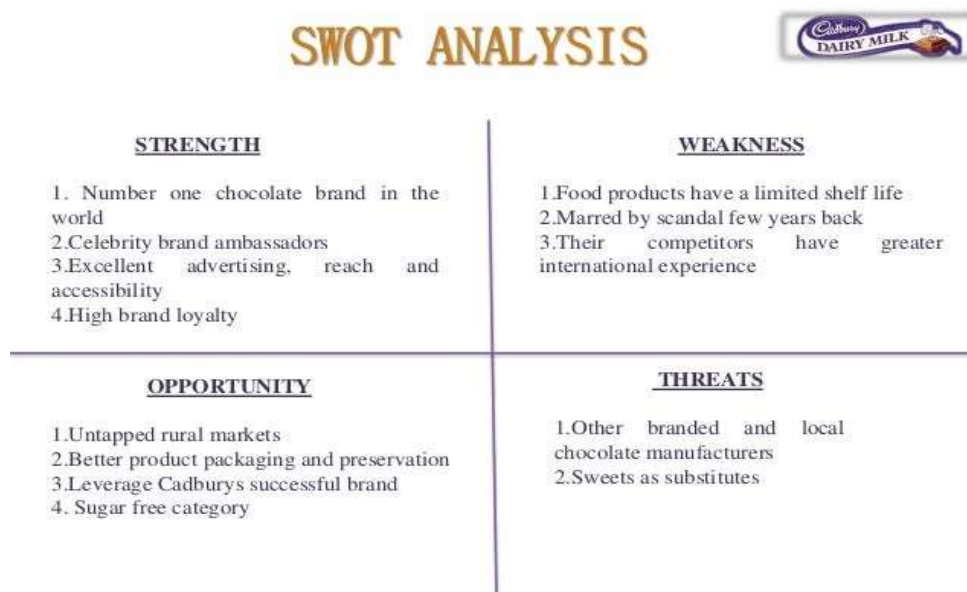
One of Cadbury's drawbacks is its small assortment of products, as was already mentioned. As a result, the confectionery business might diversify its product line, which would solve the problem and allow for further expansion. Fresh products like food and beverages would boost Cadbury's opportunities. Smart Study for Cadbury (no date).

Threats:

The biggest threat to Cadbury may be the sugar tax. Governments around the world are calling for higher tariffs on items containing added sugar. Due to growing manufacturing costs spurred on by sugar levies, Cadbury is forced to raise its prices. This could discourage clients from purchasing the business's products and cause a decline in consumer demand, which would lower revenues. Smart Study for Cadbury (no date).

Another threat to Cadbury is the way people are eating today. Because the corporation mostly distributes confectionery, people who want to maintain a balanced diet and who are worried about their health are unlikely to buy Cadbury's products. In addition, even if they did, it wouldn't occur frequently. As a result, current eating habits may reduce customer demand for Cadbury's products Smart Study for Cadbury (no date).

SWOT Analysis in Australia:



Source: swot analysis of cadbury in australia - Bing images

Strengths:

The biggest candy manufacturer is Cadbury, which holds a 10% market share. The company's financial situation is outstanding. Due to its strong brand recognition and innovative leadership, Cadbury also has a good manufacturing process. Due to its focus on chewing gum, chocolate, and sweets in its manufacture, the company has been able to pinpoint certain market segments. Since 2003, when it bought Adams, the company has been able to reach new markets thanks to its acquisition strategy. Cadbury Integrated Marketing Communication (11th Jul 2017).

Weaknesses:

While several of its top competitors, such as Nestle, have expanded their product lines, Cadbury mostly relies on sweets and beverages for their profits. As a result, more money is earned, which may be reinvested or used for research and development. Even if some of its competitors have more international business experience, Cadbury has historically performed well in Europe. Cadbury needs to continuously expand its presence in and understanding of new markets to remain competitive. Cadbury Integrated Marketing Communication (11th Jul 2017).

Threats:

Global environmental costs are rising, especially those related to energy, sugar, cocoa, packaging, and transportation. The company should therefore locate its global supply networks in low-cost areas. Competition, especially from branded

companies, results in higher advertising costs. Two ways in which this is manifested are in price wars and aggressive marketing. Additionally, cultural changes brought on by an increase in obesity and calorie counting have had an influence on the market for Cadbury products. Cadbury Integrated Marketing Communication (11th Jul 2017).

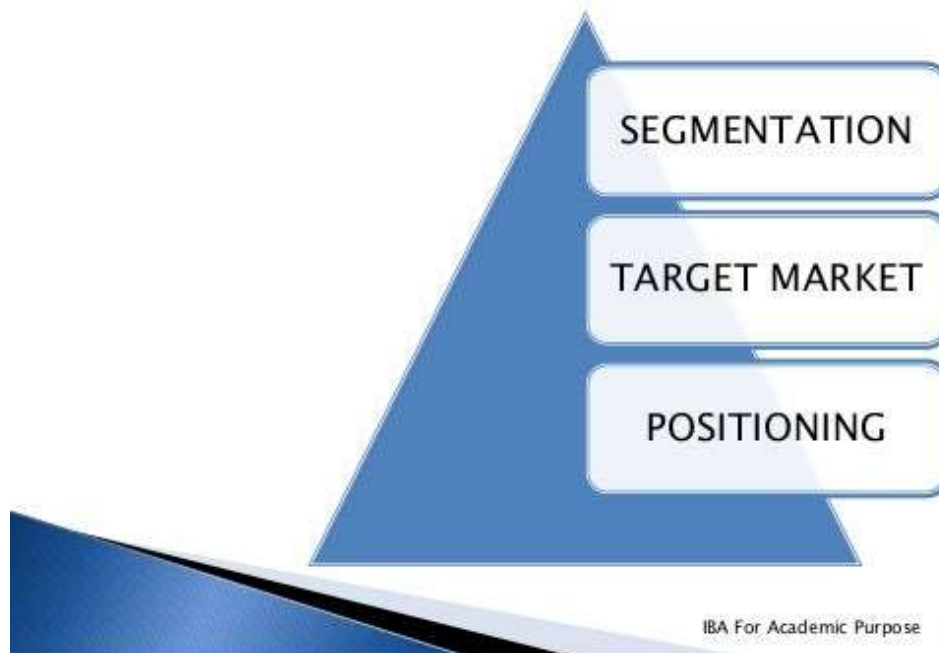
Opportunities:

There is an opportunity for Cadbury to increase its market share through acquisitions because the confectionery business is known for having a strong trend for mergers and acquisitions. In densely populated countries like China and India, the demand for sweets is also expanding in new areas. Cost cutting is essential for FMCG businesses to succeed in the market. Cadbury can reduce costs even further by improving supply chain effectiveness, outsourcing, and making smart R&D expenditures. Innovation skills are essential for satisfying consumer wants. This can be assisted by the development of quality Cadbury chocolate for treats and enjoyment and sugar-free gums. Cadbury Integrated Marketing Communication (11th Jul 2017).

Segmentation, targeting, positioning of Cadbury:



STP MODEL



IBA For Academic Purpose 10/2/2013

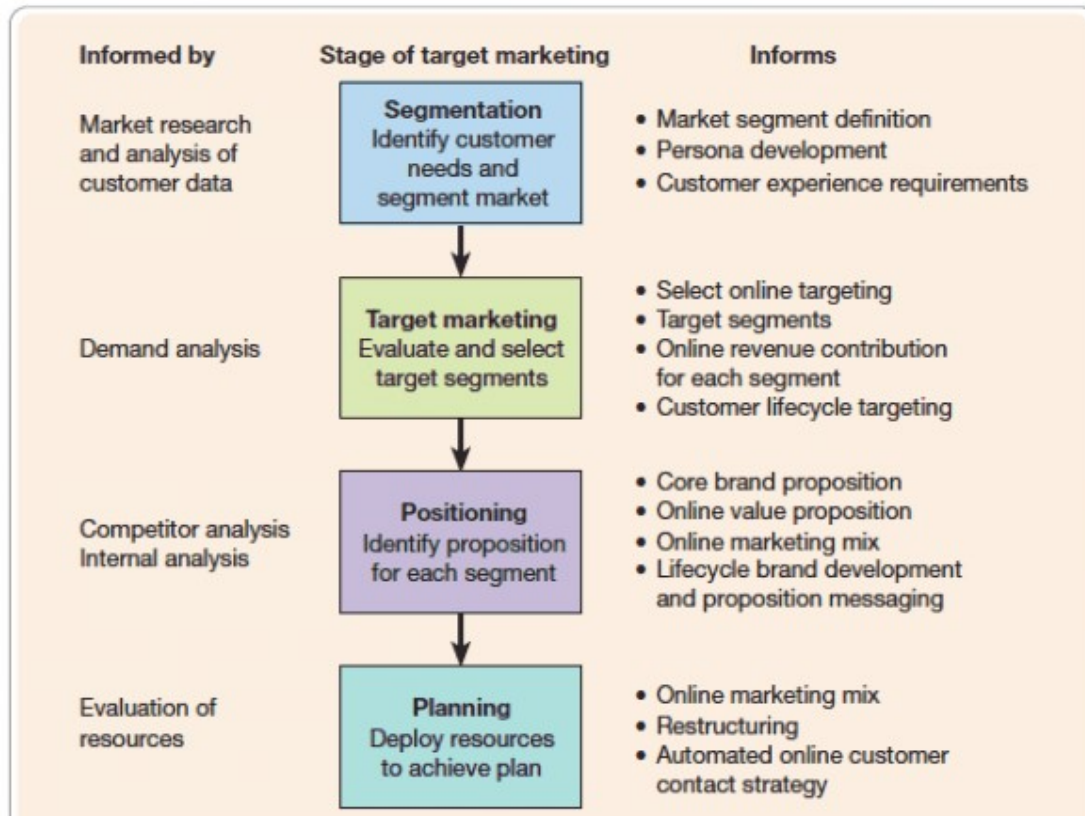
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Segmentation:

Cadbury products are categorised using a mix of psychographic, behavioural, and demographic criteria, including income and events. People of different ages and socioeconomic levels adore Cadbury products. The availability of Cadbury's products is significantly influenced by several variables, including production capacity, pack costs, packaging styles, retail storage area, intermittent and situational demand, celebrity endorsements, and others. Amit Bhasin (January 24, 2019)

This graphic was produced by Smart Insights' Dave Chaffey for his book Digital Marketing: Strategy. Segmentation,

targeting, and positioning are applied to the digital marketing strategy through practise and implementation.



Source: STP marketing: The Segmentation, Targeting, Positioning model (smartinsights.com)

To help Cadbury be successful, it can divide the current markets according to below factors:

1. Demographics

Cadbury targets younger age groups, children, and teenagers.
Annmarie Hanlon (24 Oct 2022)

2. Psychographics

This refers to "personality and emotions" based on behaviour, which include attitudes, interests, risk, personality etc., watch TV and read magazines. While demographics indicate "who" your consumers are, psychographics explains "Why" they make a purchase. Annmarie Hanlon (24 Oct 2022)

Cadbury collects information or data in a variety of ways to use in building psychographic profiles of usual clients.

Interviews: In-depth interviews are a great way to gather insightful qualitative data to better understand what drives the customers. Annmarie Hanlon (24 Oct 2022)

Surveys: Surveys may reach more individuals, but it may be more challenging to get helpful responses. Annmarie Hanlon (24 Oct 2022)

Customer information: Cadbury's own an e-commerce business or are a well-known FMCG brand, it would know what kinds of goods their clients commonly purchase from them. Examples of this data include information from reward cards, customer information etc., Under certain conditions, they might act quite impulsively. Annmarie Hanlon (24 Oct 2022)

3. Lifestyle

Outside of work hours, hobbies, leisure, vacations, and other pursuits are included. Some businesses have found great success by successfully pursuing extremely small niches. Annmarie Hanlon (24 Oct 2022)

4. Belief and values

It alludes to moral standards and ideologies that are based on religion, politics, nationalism, and culture.

Finding new marketing options and thinking outside the box can result from conducting more demographic research. Annmarie Hanlon (24 Oct 2022)

5. Stages of life

Comparing people's lives at different points in time using their life stages is a chronological method.

Saga vacations, which are only available to persons who are 50 or older, serve as one example. They claim that there is a substantial enough market for people to take notice of this stage of life. Annmarie Hanlon (24 Oct 2022)

6. Geography

Geography is considering the factors of a certain nation, area, region, city, rural area, population density, or even climate.

As an example, the upscale department store brand Neiman Marcus in the United States now ships to the United Kingdom. Annmarie Hanlon (24 Oct 2022)

7. Behaviour

Relates to the type of purchase, brand loyalty, volume of use, anticipated benefits, distribution strategies, and reaction to marketing considerations.

In a B2B scenario, benefits are typically sought for based on "how quickly it can be delivered?" This also applies to the part that prepares in advance, or "last-minute." Annmarie Hanlon (24 Oct 2022)

8. Benefit:

An advantage is something a customer utilises and values.

Smythson Stationery and other stationery merchants sell comparable items, but customers prefer Smythson Stationery's unusual packaging, which includes tissue-lined Nile Blue boxes that are closed with blue ribbon. Annmarie Hanlon (24 Oct 2022)

Targeting:

Although they are aiming for consumers of all ages, Cadbury has tailored their product offers to particular types of customer groups. Cadbury Silk, for instance, is marketed to chocolate addicts, whilst Cadbury Temptations and Bourneville are advertised to more affluent, higher-spending consumer groups. It is easily identifiable as a symbol. Its reputation as a brand that is impulsive, entertaining, and appropriate for both significant and routine life events has grown. Hitesh Bhasin (January 24, 2019)

Undifferentiated Targeting:

Undifferentiated marketing strategy is a type of mass marketing in which advertising campaigns are made to appeal to a bigger audience. In this case, a single message is developed to appeal to the entire audience.

Sales of confectionery products are made by the sizable global corporation Cadbury. With consumers from all nations, demographics, genders, and socioeconomic levels, the Coca-Cola competitor enjoys a broad appeal in the market.

The marketing plan for Cadbury's shows the widespread popularity of their products. By using commercials that targeted an older audience, the corporation disproved the

myth that chocolates are primarily appealing to children. The delicacies are now enjoyed by all age groups. Build (no date)

Differentiated Targeting:

Differentiating strategy means that value is provided to customers through the unique features and characteristics of a company's products rather than by the lowest price. Because differentiated products satisfy customers unique needs or preferences, companies can charge premium prices for differentiated products. Build (no date)

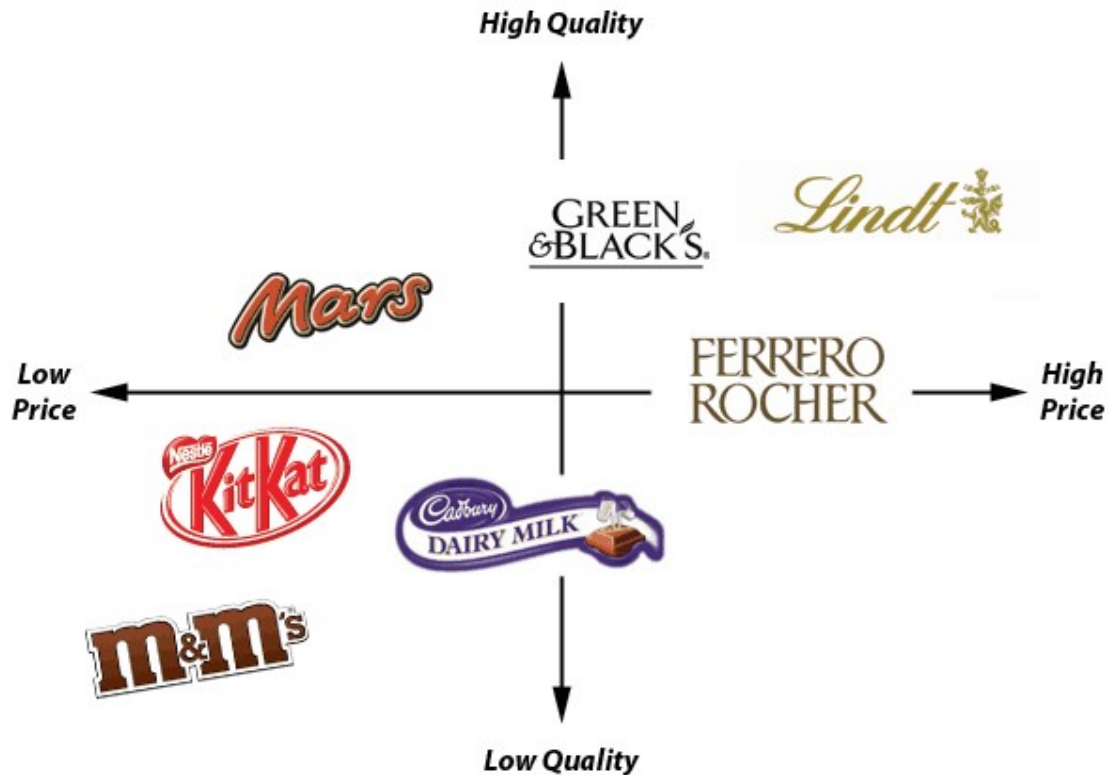
Concentrated Targeting:

In a targeted market strategy known as concentrated marketing, a company concentrates on a single chosen target market. It is a targeting approach that falls somewhere in the middle of mass marketing and differentiated marketing. Build (no date)

Positioning:

Cadbury has established a reputation as a brand that is spontaneous, jovial, and suitable for both big and ordinary life events. It has positioned itself as a representation of happy times. Hitesh Bhasin (January 24, 2019)

Perceptual map for Cadbury:



Source: perceptual maps cadbury marketing - Search Images (bing.com)

A perceptual map is a visual tool that marketers use to better understand how customers perceive rival brands in each market.

It is known as a perceptual map because it depicts how consumers "perceive" and interpret the positioning of rival companies. Cadbury Marketing (no date)

Product:

Family Branding/Corporate Umbrella branding:

Cadbury uses umbrella branding, there are no single-name products sold under the Cadbury trademark. A variety of sub-brands and approved brands fall under the umbrella brand

Cadbury. Some of these are extremely like the main brand, such as the flagship Cadbury product, Cadbury Dairy Milk.

The parent brand designs the many goods or items with various images. The family brand is often referred to as an umbrella brand. The family branding strategy leads to significant cost savings in terms of advertising and promotion. Additionally, it facilitates the easy launch of new products and increases their market appeal. Cadbury Marketing (no date)

Range branding:

Range branding is a branding tactic used by businesses to unify a variety of goods under a single, distinctive brand with their own brand promise and positioning while being connected to the master brand's overarching positioning and strategy. Cadbury does not fall in range branding. Cadbury Marketing (no date)

Individual product branding:

Every product a business offers has its own distinctive brand name credits to the marketing tactic known as individual branding. The rule aids in creating a distinctive identity and image. Cadbury does not fall in individual product branding. Cadbury Marketing (no date)

Product branding strategies:

Line Filling:

Filling the gap in the product line entails lengthening the product by doing so. As an illustration, Cadbury company develops a range of items, such as Cadbury Dairy Milk. Milk

chocolate, Cadbury Dairy Milk, salted caramel etc., to serve to every requirement of the target market. Cadbury Marketing (no date)

Line Extension:

Expanding the product line entails introducing new items. Product line stretching and product line filling are two of its strategies. Cadbury Marketing (no date)

Line Stretching:

Stretching a product line entail increasing its length by. Stretching up means expanding the present product line with new, more expensive items.

Adding new, more affordable products to the current product line is known as "stretching down."

Stretching both directions by including items in the product line with greater and lower pricing. Cadbury Marketing (no date)

Brand extension:

Brand extension is the creation of new sources of ideas, the accumulation of ideas, and fresh approaches to building a brand.

The process entails several processes, such as brand alterations, brand development, and brand economics, to establish the brand as a pinner in the concerned industry. Cadbury Marketing (no date)

Product factors that may change due to international marketing:

Cadbury's costs and the prices of the items are impacted by international economic factors like shipping costs, tariffs, and currency exchange rates. The product in international marketplaces is higher than that of locally manufactured goods. Cadbury Marketing (no date)

Features and benefits: In addition to being tasty, dairy milk chocolate from Cadbury is also nutritious. There are many nutrients in this candy bar, and one of the health advantages of Cadbury chocolate is that it gives you a rush of energy anytime you need it. This is because sweets are a great source of energy. Outstanding Antioxidant Source. Cadbury.co.uk (no date)

Branding: On specific product brands, the Cadbury name has a significant influence. With a focus on certain target audiences and demands, brands each have their own unique personalities. Cadbury.co.uk (no date)

Product design/variety: Because of the possibility of product modifications because of our continual improvement philosophy, Cadbury advise consumers to always check the packaging for the most recent information before consuming. Cadbury.co.uk (no date)

Packaging design/labelling: The iconic identities of Cadbury and Cadbury Dairy Milk now sport a brand-new style that was developed by design studio Bulletproof for Cadbury. To strengthen the product story, the new appearance comprises a redrew wordmark, new iconography, and fresh typography. Cadbury.co.uk (no date)

Size: By 10%, Cadbury has reduced the size of their Dairy Milk sharing bars, but it will not lower the retail price for consumers. BBC news (March 2022)

Pricing Strategies:

Below are the pricing strategies used by Cadbury. 123 helpme (no date)

Price skimming: Cadbury sets its prices at a level with most of its rivals and what its customers can afford. 123 helpme (no date)

Cost plus pricing: To maximise its earnings, Cadbury works hard. All expenditures must be precisely accounted for for this strategy to be effective. The less complicated mark-up method is employed because this is a highly challenging operation in many businesses. The product's demand and the competition are frequently disregarded when cost plus pricing is used. 123 helpme (no date)

Positioning pricing: To position the prices in a way that reflects how people regard the chocolate bean, Cadbury use this technique. 123 helpme (no date)

Factors that may change the price when marketing product/services available in different countries:

Demand based pricing: According on what Cadbury believes the consumer is willing to spend, they set their prices accordingly. They won't sell as well as they thought they

would if they don't. If they agree to sell at the customer's price, their reputation will improve, and they will gain additional clients. 123 helpme (no date)

Competitive pricing:

Cadbury set their price in this instance to be roughly comparable to that of its rivals. According on the level of rivalry for the cocoa bean, this will vary. More specifically, it is the quantity of buyers and sellers.

If the cost structures of the businesses are relatively identical, this approach functions effectively. 123 helpme (no date)

Discount pricing:

Due to intense competition, consumers should be able to find products in the Cadbury market for less money than what is listed. If a business is short on funds or needs to boost sales right away, it may be obliged to lower prices. The cost is different

When offering the same product at different periods, Cadbury may occasionally modify the pricing. Based on how elastic the market for chocolate beans its pricing will be set. 123 helpme (no date)

Inflation/Deflation: Cadbury shrinks its bars when it hit inflation to sustain in the market. Studymode (no date)

The economic stability of the country: If the economy is stable the prices wouldn't increase, they would be stable enough in the market and succeed. Studymode (no date)

Taxes: If the Taxes are high, Cadburys increase their price of the products to pay its taxes to balance their costs. Studymode (no date)

The buying power of the target market: The buying power of the target market remains stable if there are jobs and no inflation in the country. Studymode (no date)

Place: Place play an important role in the pricing strategies, prices differ in different locations. Studymode (no date)

Direct Channel if distribution: Pricing is high because, Cadbury does not sell its products to consumers directly; instead, several intermediaries who serve a variety of purposes stand between them. Thus, involving high costs. Studymode (no date)

Indirect Channel if distribution: Cadbury does not sell its products to consumers directly. Studymode (no date)

Intensive distribution: Viewing Cadbury's distribution plan is important. Any product or service's market acceptance is greatly influenced by distribution. Customers are more likely to purchase a product that is widely accessible, particularly in the nearby stores. Studymode (no date)

Market Entry Methods: To ensure that there is a Cadbury chocolate product suited and readily available for every occasion, Cadbury uses marketing methods like the "Choose Cadbury" campaign to promote a relationship between chocolate and these occasions. Studymode (no date)

Licensing: Licensing is important in order to enter any country to abide with their rules and regulations in exist in the global market. Studymode (no date)

Joint venture: A joint venture is an enterprise in business that involves two or more people or groups sharing the costs and profits of a specific commercial activity. Cadbury is a Joint venture owned by Cadbury Schweppes. Studymode (no date)

Promotion:

Advertising: The current theme of Cadbury's advertising is societal acceptance, with the tagline "Those who want to eat will find a reason." Due to these advertisements, Dairy Milk was able to get adults' consent for chocolate consumption.

Sales promotion: Since Cadbury is highly different from other chocolate companies, its promotional techniques are very distinctive, which all contribute to the influence of promotions on product sales.

Public relations: The study of public relations involves learning about a company's public relations policies and management, as well as how to create and maintain a company's image through press releases, advertisements, and presentations.

Sponsorship: The chocolate and beverage company Cadbury has agreed to a pounds 10 million sponsorship contract with Coronation Street, Granada's flagship programme.

Direct Marketing: In a direct marketing campaign, Cadbury prefers the "Personal Selling" technique because it "enables a

Cadbury representative to meet face-to-face with one or more customers in order to make presentations and secure orders."

Digital Marketing: Digital marketing methods used by Cadbury are innovative, varied, and seamlessly mesh with one another. Every product has a unique profile and uses its own marketing techniques.

The similarities and differences in relation to STP between UK and Australia:

- There is no clear segmentation of the Cadbury market based on religion, gender, education, or disposable income. The brand is aimed towards younger age groups, such as children and teenagers, in both the UK and Australia, thanks to its use of vibrant colours and emphasis on fun.
- Geographic targeting is not used for this product in the UK or Australia because it is distributed worldwide.
- Customers of Cadbury are considered heavy consumers. According to the survey, close to 60% of Cadbury consumers buy blocks in any given period of four weeks, highlighting the product's frequent use and demonstrating that customers make repeat purchases. Roy Morgan (2016)
- To appeal to the sector of conventional family life, Cadbury uses vibrant colours and a focus on "Joy" and

family. This values group of Australians from the middle class is committed to giving children a good life. Roy Morgan Values (2018). In countries like UK and Australia, Mothers are more inclined to shop for the family in this sector, thus Cadbury is focusing on them.

Marketing mix elements (7Ps)

Cadbury uses the 4Ps in its marketing mix (Product, Price, Place, Promotion). The brand has expanded thanks to a variety of marketing tactics, including product/service innovation, marketing investment, customer experience, etc.

1. Product Mix of Cadbury



Source: Comprehensive Marketing Mix of Cadbury - 4Ps Included, IIIDE

Products are products and services that an individual or business offers for consumption or to satisfy societal wants.

The products available from Cadbury are varied. They offer a range of products for sale in various nations, and the choice of which product to offer in each country depends on a variety of factors, including the country's population, manufacturing costs, the cyclical nature of demand, and the presence of rival businesses.

The variety of products offered by Cadbury includes chocolates, candies/gums, biscuits, beverages, dairy milk, 5 Star, gems, temptation, oreo, eclairs, and Bournvita, among other things. They reside in the candy business.

They are well-known internationally for their "Creme eggs," an Easter festival favourite. Even though they have long-running products like the traditional Dairy Milk, they also keep creating new ones to cater to the many emerging tastes.

While Cadbury sells several year-round staples, they also provide special editions for holidays like Halloween, Christmas, Diwali, Raksha Bandhan, and numerous others.
Heart of codes (August 5, 2018)

2. Cadbury Price Mix

The term "price" refers to the amount of money exchanged for a good. Cadbury products are priced according to their level of quality.

Demand, competition, package size, and target market impact Cadbury's pricing mix. Depending on the item's size, the price

fluctuates. Cadbury has a well-considered plan in place for interacting with each of its key market segments.

On the other hand, the dairy milk variety is without a doubt the best of the bunch. It is affordable and readily available, appealing to all age groups. Heart of codes (August 5, 2018)

3. Place:

Products from Cadbury are offered everywhere. Cadbury's strong distribution network has allowed it to have a significant impact on the global market. The business has taken steps to ensure that its products are sold to a sizable client base and are accessible to people all over the world.

A Quaker named John Cadbury started selling tea, coffee, and drinking chocolate in Birmingham, England's Bull Street, in 1824. Due to the high expense of manufacture, he began producing a range of cocoa and drinking chocolates in 1831. These products were produced in a facility on Bridge Street and were mostly sold to the wealthy. Heart of codes (August 5, 2018)

After combining with J.S. Fry, Cadbury sought to grow internationally by entering Australia. Cadbury turns violet In 1920, the colour purple became well recognised. The Pantone reference number for it right now is 2685C. Heart of codes (August 5, 2018)

To ensure that there is a Cadbury chocolate product appropriate and accessible for every occasion, Cadbury uses marketing methods like the "Choose Cadbury" approach to encourage a relationship between chocolate and these occasions. Heart of codes (August 5, 2018)

4. Promotion Mix of Cadbury:

Promotion describes the actions performed by an organisation to let the public know about its goods and services. Since it has a direct impact on sales, it is the most crucial factor.

The company's success has been largely attributed to its attention to detail and reliance on emotionally charged advertising campaigns to engage its target market. "Kuch Mettha Ho Jaye," a tagline that can be seen on their chocolates with holiday themes, is one of their campaigns. Bournville chocolates' slogan is "You Earn It." Heart of codes (August 5, 2018)

To advertise itself in numerous states and regions, the corporation also uses BTL marketing and vernacular communication. To outperform smaller regional rivals while simultaneously establishing a rapport and engaging the audience, vernacular language and regional accents are used. Heart of codes (August 5, 2018)

5. People:

Your product's reputation is mostly in the hands of the public. Your goods and services can influence anyone's opinion, whether they like it or not. Therefore, to provide your company a clear advantage over rivals, it is crucial to train your staff on how to approach clients. To do this, the 7Ps of marketing might be modified to accommodate client wants. For instance, leaving some free chocolates in your client's room if you own a small barbershop will probably impress them and increase the likelihood that they will become regular

customers. Designing and implementing the 7Ps of the marketing mix effectively depends on the personnel. Heart of codes (August 5, 2018)

6. Process:

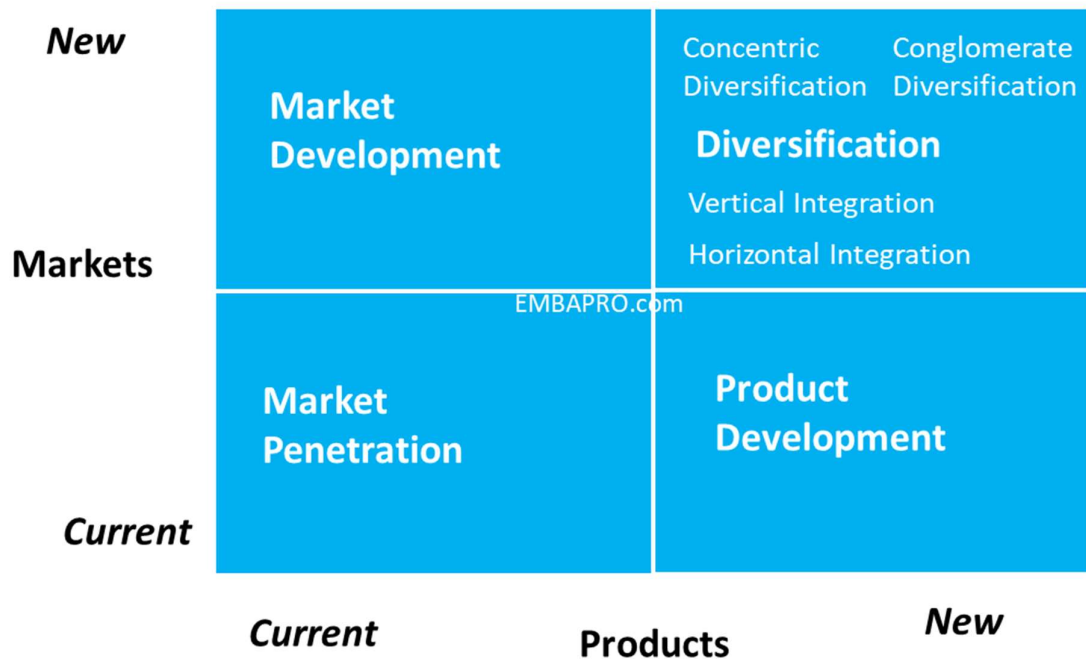
One of the 7Ps in the marketing mix that receives much too little attention is the process. It describes how things move because of interactions between a company and its clients. For instance, a procedure is started when a customer books a room. If this technique is ineffective, running a business has no purpose. It's a terrific source of contented customers if utilised appropriately. Therefore, create simple procedures for every sort of encounter, and ensure that they are consistently used and satisfy consumer expectations. Heart of codes (August 5, 2018)

7. Physical evidence:

The last element of the 7Ps of marketing is physical evidence. This element pertains particularly to the service domain. A service, in general, is intangible. This implies certain risks for customers. These can be reduced by giving physical proof of the service you deliver. Heart of codes (August 5, 2018)

Definition of Directional strategy:

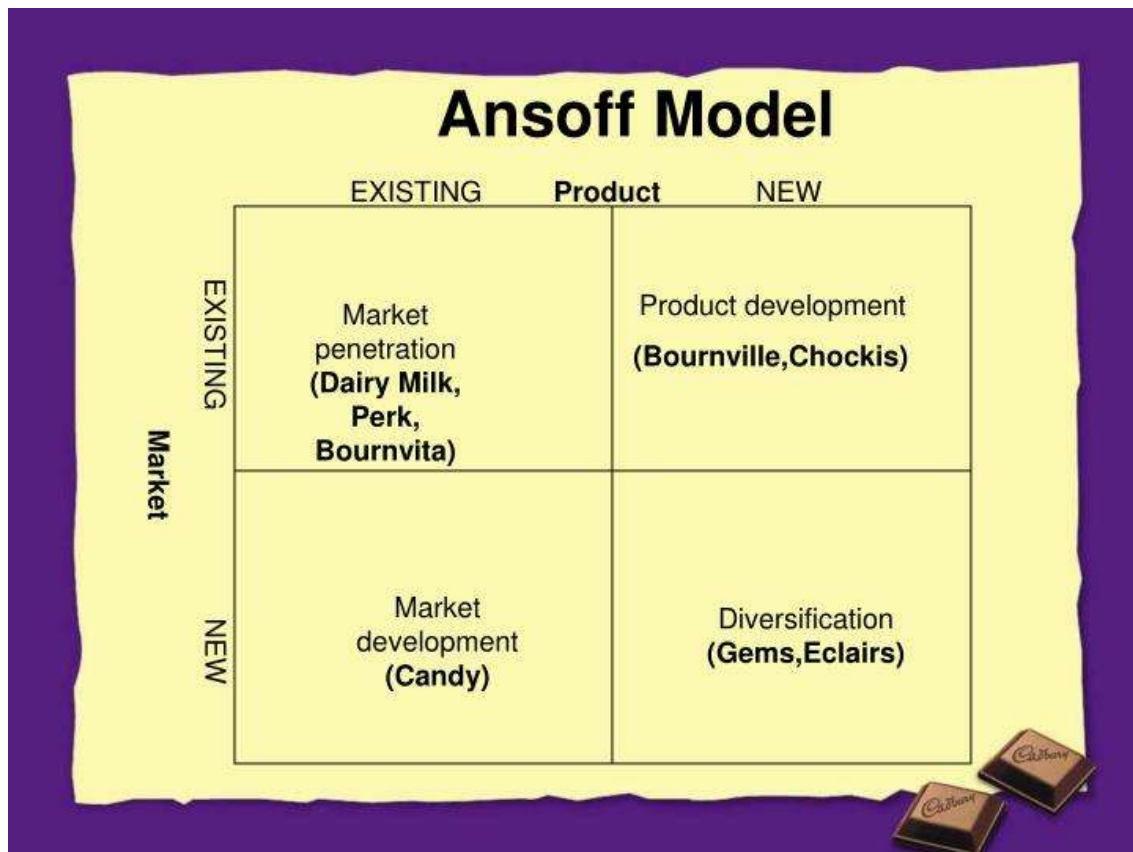
“The Ansoff growth matrix assists organizations to map strategic product market growth” - WordPress Theme, Chronus by ThemeZee.
(no date)



The four generic growth strategies recommended by Ansoff Matrix are:

- Market Penetration
- Market Development
- Product Development
- Product Diversification

Critical analysis of Ansoff matrix



Market Penetration:

Two distinct sorts of directed tactics are employed by various firms. One is a broad strategy that a corporation chooses to implement to advance its aims and objectives while expanding sales and earnings. Companies like GoDaddy, for instance, put more emphasis on customer care, technical assistance, and the user-friendliness of their websites and domain name registrar services than they do on pricing or feature parity with rivals. The Performance Management process, MBA resources (no date)

The third kind of directional strategy is one that determines the company's values, which can enhance its brand. Examples include being a "green" company, paying all employees a living wage, or operating a corporation that donates a portion of its profits to a charitable organisation. The Performance Management process, MBA resources (no date)

Market Development

The Cs Schweppes market development plan entails efforts to open up new markets and distribution channels for the company's present goods. This could entail expanding into new domestic or foreign markets, partnering with complementary businesses to boost sales of present items, etc. One notable example of market development is how Tesla is constructing charging stations at specific distances to allow customers in new markets to utilise its vehicles. The Performance Management process, MBA resources (no date)

Product Development

Product development entails Cs Schweppes either creating new products for the present market or adding new features to the current product. Microsoft's continual release of new versions of Windows Office after a certain period is one of the well-known examples of a corporation adopting product development methodologies. Although the corporation continues to release updated versions of the items to target the existing market, the customers and markets for the product mainly remain the same. The Performance Management process, MBA resources (no date)

Product Diversification

When both the product and the market are new to the company, Cs Schweppes can employ diversification tactics. When a company sees an opportunity, whether in a related field or a completely unrelated one, it uses a diversification strategy. The Performance Management process, MBA resources (no date)

Vertical Integration:

Vertical integration is one way for Cadbury to diversify. MBA resources (no date)

Forward vertical integration:

This happens when Cadbury moves downstream in terms of the product flow, as when a manufacturer integrates by acquiring or launching a wholesale distributor or retail outlet.

Backward integration:

Backward integration occurs when a firm moves upstream by acquiring a supplier.

Four strategies in Diversification for Cadbury are below:

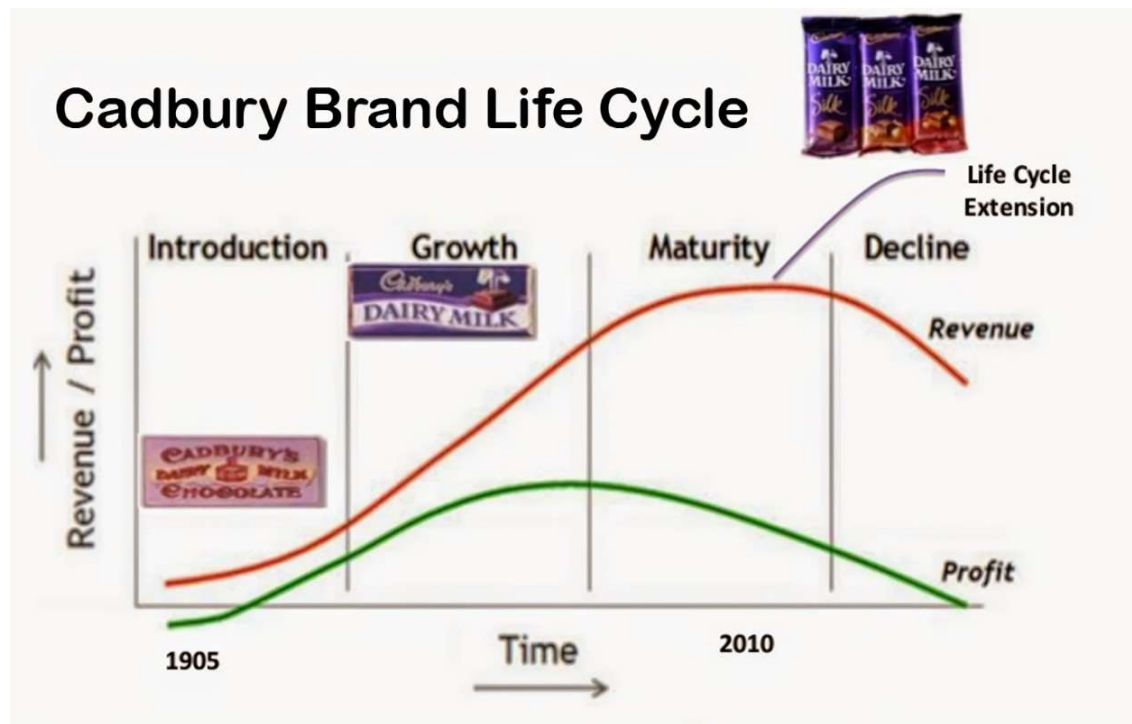
When new, technologically unrelated items are presented to the market, this is known as **horizontal diversification**.

When an enterprise decides to enter its supplier's or customer's business to ensure supplies or solidify the usage of its products in finished goods, this is known as **vertical diversification**. The Performance Management process, MBA resources (no date)

Concentric diversification is the introduction of new, closely related items into (new) markets.

Conglomerate diversification is the process of introducing entirely new, technologically unrelated items into new markets. The Performance Management process, MBA resources (no date)

Product Life Cycle:



Source: Strategies in the Maturity stage of the PLC: cadbury - Search Images (bing.com)

In the product life cycle stage, the product life cycle for Cadbury Dairy Milk is in the maturity stage. It currently dominates the chocolate market with a share of 70%, much outpacing its rivals. High levels of brand awareness exist. ukessay (no date)

Defence strategies for pioneers in the growth stage of the PLC: implementing the UK defence industry's strategic goal, this strategic vision outlines a comprehensive agenda. ukessay (no date)

Fortress or position defence strategy: As a result of the planned acquisition's gross underestimation of Cadbury's worth and future growth possibilities, Cadbury officially rejected Kraft's takeover on September 7. The news of the acquisition caused Cadbury's share price to increase by 37% on that day, bringing its market worth to an unprecedented 106 billion pounds. ukessay (no date)

Market Expansion Strategy: relates to the introduction of new chocolate brands and the marketing of those brands on the international markets. ukessay (no date)

Attack Strategies for followers in the growth stage of the PLC:

Frontal Attack strategy: When a business goes after the market leader or leaders, it is using a frontal attack strategy. Because taking on an established firm with the intention of out-marketing them, it's an extremely hazardous and difficult strategy. ukessay (no date)

Leapfrog strategy: It is the direction of the general contours of a potential plan for facilitating leapfrog development. To assess prior instances of leapfrogging and investigate emerging innovations, technologists, development specialists, and policymakers must collaborate. ukessay (no date)

Flank attack: The challenger company's marketing plan, known as the "Flank Attack," aims to attack the competitor's weak points or blind spots, especially those of a leader. ukessay (no date)

Strategies in the Maturity stage of the PLC:

Growth, steady, and fading stages are the three divisions of the mature stage. ukessay (no date)

Increased penetration strategy: Its aims and objectives while expanding sales and earnings. ukessay (no date)

Extended use strategy: Through introducing new products in the market. ukessay (no date)

Global market expansion strategy: relates to the introduction of new chocolate brands and the marketing of those brands on the international markets. ukessay (no date)

Conclusions:

Cadbury company has a solid plan for improving its goods in customers eyes. The three strategies that Cadbury developed are distribution, price, and promotion.

Cadbury may locate or purchase delicious candies made by a variety of companies in different locations.

Cadbury uses the media to advertise its products since it is more accessible to consumers and potential customers. Despite the expense, the advantage they will receive outweighs it significantly.

In addition to having delicious candies, Cadbury is a very successful firm that sells only the highest-quality candies. Their price range is likewise reasonable, living up to expectations and being cost-effective. Due of their extensive geographic reach and year of experience.

No component of the marketing mix should be seen separately. Creating an integrated set of marketing strategies is essential for Cadbury's success.

Being an established chocolate company in the era of sugar-free chocolate, Cadbury has always had success with its offline advertising initiatives. These campaigns have been well-received in the past, and their effects can still be seen now.

It has utilised online tactics to some degree, but there is still opportunity for development. It will be able to establish an extremely strong overall presence once it fully exploits digital fronts. Only time will tell how it improves on its flaws and engages in market competition for a fair share.

Recommendations:

TWOS Analysis:

TOWS Matrix

Internal Factors External Factors	<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	• Establish as a proper snack (promote MOD & McDonalds products that include Oreo) • Promotional Activities on various holidays	• More advertising in sub-metro cities • Try to attract a larger audience with introduction of new flavours
<u>Threats</u>	• Use low cost & good quality to minimize competition	• Open an Oreo outlet (that sell only Oreo-based products)

In the realm of confections, Cadbury is no tiny fry. But like many businesses, there are a sizable number of Weaknesses and Threats that serve to counterbalance the numerous Opportunities and Strengths it is currently experiencing. Ukessays (no date)

In the realm of confections, Cadbury is no tiny fry. But like many businesses, there are a sizable number of Threats, Weaknesses and that serve to counterbalance the numerous Opportunities and Strengths it is currently experiencing. Ukessays (no date)

Its strong brand, global reach, and wealthy parent corporation are just a few of Cadbury's **advantages**. The absence of US rights, repeated product recalls, and a limited product selection were **weaknesses**, on the other hand. **Opportunities** in the future include diversifying into new products and expanding into developing regions like Asia and Africa. **Threats** mostly relate to the company's reliance on the confectionery business and include both sugar levies and consumers' rising health concern. Ukessays (no date)

Overall, it appears that the most significant problem for Cadbury is its small selection of products. It should be able to keep up its dominant market share and keep producing outstanding profits by diversifying into other items (such as healthier alternatives to candy). Ukeessays (no date)

Other recommendations:

- Its strong brand, global reach, and wealthy parent corporation are just a few of Cadbury's advantages. The absence of US rights, repeated product recalls, and a limited product selection were weaknesses, on the other hand. Opportunities in the future include diversifying into new products and expanding into developing regions like Asia and Africa. Threats mostly relate to the company's reliance on the confectionery business and include both sugar levies and consumers' rising health concern.
- Through the creation and exportation of new products, Cadbury should get access to more foreign markets (e.g. cereal bars).
- Ansoff Growth Matrix should be used by Cadbury as they concentrate on new goods and potential markets. Cadbury does not need to enhance and sell the current chocolate products because consumers in its target markets already widely recognise their high quality and reputation.
- To succeed, Cadbury must first choose how it will do so, whether it is through market share, profit margin, return on investment, residual income, brand image, a reputation for being environmentally friendly, stock share price, or another metric that matters to its stakeholders.
- Quality, cost, adaptability, and other competitive criteria can all be used by Cadbury to compete in the market.
- The strategy that helps Cadbury win the competition, prevent tactical errors, optimise revenues, and succeed is put up by the appropriate marketing channels.
- The consumer market is the target audience for Cadbury's marketing efforts. To increase sales in this market, the company

should put greater emphasis on the needs and wants of the customer as well as how its products stand out from the competition.

- To establish a stronger position for itself in the consumer sector, Cadbury should work on promoting its direct model.
- Cadbury must reassure its customer base by implementing a powerful emotional advertising campaign that focuses on the preferences and likes of the customers when they choose to buy chocolate.
- Such a strategic approach to market modelling not only results in quicker transactions, shorter lines, and happier customers, but also allows one to see interactions with the business from the perspective of the customer, comprehend the needs and values of the market, and look for opportunities to upset the competitive balance.

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