



Marketing Management - Assessment 1

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Table of Contents

Introduction.....	3
Company Overview	3
PESTEL analysis	4
Porter's 5 forces	5
SWOT	6
Company objectives.....	7
SMART Objective	7
STP.....	8
Ansoff Matrix.....	10
7 P's Marketing.....	11
Conclusion	13
Reference	14

Introduction

The companies of recent times are focusing on the satisfaction of the customers. These organizations are emphasizing the matter of touch points of the customers and are trying to influence the touch points to impact the scenario of development. Due to these aspects, the attention of the organization is diverted from the important issues of the organizations for which the situations are impacted. Organizations now require creating innovative strategies for the betterment of the present situation (De Keyser et al. 2020). In this report, the marketing strategies of the organizations will be explored and better situations of the recent scenario can be recommended. In this report, Cadburys has been chosen as the company on the basis of which the analysis will be done and innovative marketing strategies will be suggested.

Company Overview

Boost Guarana is an energy bar of the Cadburys Company. It is said that the food item provides more energy than an energy drink. This is an innovative product that was launched in the UK market in 2002. The product is a form of energy bar that was launched in the market of chocolate bars in the UK. The UK chocolate market was already running low and this was an innovation that could bring a revolution in the market. In 2021, it was found that the combined energy drink consumption in the UK was 906 million litres (Statista, 2023). The market for energy bars is a niche market for the matter of which Cadburys tried entering it with its innovative energy bars. The product contains guarana which is an ingredient used in the energy bars for the matter of which it may be liked by the people. It also consists of stimulant properties along with caffeine. Since this is an innovative product, the marketing of the product also needs to be done in an innovative way.

Boost Guarana experienced external challenges to thrive in the scenario as it has been trying to enter the market with an innovative item. On the verge of digitalization, things like these products are required to be marketed on social media platforms for the betterment of the present situation (Aujla, 2021). As the product contains caffeine and other sedative properties, the product is banned from consumption by pregnant women and children under the age of 15. Thus

the products already have a negative point which requires to be improved in the matter of product development.

PESTEL analysis

Political

The situation of Brexit is making it difficult for organizations to source their raw materials from other parts of Europe. The changing political scenario of the UK market may impact the scenario in a poor way. The corporate tax rate in the UK is 25% which often becomes difficult for businesses to operate (PWC, 2023).

Economic



Figure: Inflation rate in the UK

(Source: <https://www.statista.com/statistics/306648/inflation-rate-consumer-price-index-cpi-united-kingdom-uk/#:~:text=The%20UK%20inflation%20rate%20fell,11.1%20percent%20in%20October%202022.>)

The inflation rate in the UK is 7.9% as recorded in June 2023 (Statista, 2023). In 2022, the GDP of the UK was found to be 2.2 trillion pounds (Statista, 2023). The currency value of the country has dropped recently for which doing business can be difficult. The recession rates of the country may also pose a problem in this case.

Social

The trend of health care and healthy eating habits of the people is making customers stay away from unhealthy chocolate bars. Energy bars are in a rage for the matter of which customers may

prefer having these products. Working trends of the UK are quite popular among the employees for the matter of which things are getting better. It has been found that 22% of consumer intake protein bars more than once a week (Statista, 2023).

Technological

The technological trends of using digital platforms for marketing are common and these may be utilized here well. Organizations in the UK may advertise their products on digital platforms.

Environmental

The green law of the UK enables organizations in having some level of development in the matter of laws. The organizations here have to abide by the green laws for the betterment of the environment and air quality.

Legal

The matters of health and safety laws in the UK regarding employees are often tough to follow. The organizations here have to abide by the employment laws that are followed here. The process of licensing does not take much time.

Porter's 5 forces

Competitors

The competitors of Cadburys like Montezuma's, House of Dorchester, Aphrodite Chocolate, Charbonnel & Walker etc. do not hold much relevance as the popularity of Cadburys is larger than these organizations. The threat of competitors is not very high for the matter of which things often become difficult for organizations (HIDIROĞLU, 2019). The aspects of the issues are often there for the matter of which betterment of the present situation is often possible.

Suppliers

The suppliers of the organization are Sabli Implex, Selmax, JKM etc. All these organizations help Cadburys to source their raw materials. The suppliers of the organization have a low bargaining power as the organization is a large-scale one and it has various other options for their suppliers into the matter. The organization may switch to other suppliers if it wants to.

Customers

The customers of the organization have lower bargaining power as the brand value of Cadburys is high. They may switch to other organizations if they feel so as there are other non-branded

options out there (Jinu, 2020). The aspects of the issues are often there as a matter of fact through which betterment of the recent situations are often possible.

Threat of substitution

The threat of substitution is moderate here as the other brands are capable of making this type of product into the matter of fact. It is also noted here that the other competitors may not be able to maintain or create the taste that Cadburys has been able to produce (Aujla, 2021). The aspects of the issues may impact the scenario of substitution into the matter of which betterments are often possible.

The threat of new entrants

The threat of new entrants is relatively low, as the new entrants would not be able to maintain a taste and quality like Cadburys. The new entrants in the market have different types of developments into the market and they are able to gain a customer base but giving competition to the other organizations is often difficult here.

SWOT

Strength

The strength of Cadburys is that the organization has its own set of brand values. The organization makes tasty chocolates. It has its own global presence. The product has a different variety. The employees are well performing here which makes it easier for the organization to operate.

Weakness

The products of the organization consist of different types of unhealthy products. The products of Cadburys contain huge amounts of sugar. It often comes up with new products which are not liked by the consumers.

Opportunities

The internationalization opportunity of the organization is high. The organization may create collaboration with other organizations producing sweet items. There are certain levels of sugar tax that may get imposed upon these organizations.

Threat

The organization may face issues regarding competition. The growing trend of eating healthy may make the situation tough for the organization. Poor presentation of products like boost guarana is a threat.

Company objectives

The objective of Cadburys is to impact the market scenario with its innovative product with the help of which developments are possible. They also aim at the achievement of business sustainability for the matter of which betterment of the present situation is possible. The organization aims at the enhancement of the experiences of the customers with its innovative products (Nelson, 2023). They want to be the leader of the global confectionary market. The organization often comes up with new types of slogans to impact the customers as a whole for the matter of which betterment of the market can be possible.

In terms of the products of Cadburys, like boost guarana, the organization targets the customers of the health drink range. The organization claims that the product is able to impact the market scenario with the help of the sedatives and the kind of energy it has been able to produce. The organization plans to target health-conscious customers with the help of this product. The organization plans to impact the global confectionary market with the help of its innovative products (Rani and Kalyani, 2021). These types of bars are different from the mainstream chocolates the matter of which these organizations are able to impact the scenario.

Cadburys may require changing the marketing style of the organization by bringing in a better level of innovation. Since the chosen product of the organization is facing issues in its operations of the market, the products may require to be changed into a matter of development. The products are required to be developed according to the scenario of the market. The image of the product needs to be built in a certain way so that the customers may get attracted to the matter.

SMART Objective

The company can use SMART objectives for delivering effective marketing campaigns.

SMART Objective

To invest in digital marketing for promoting new product Boost Guarana by considering social media marketing to increase the consumer base by around 30% more than its current consumer

base, which will allow the company to increase the revenue by around 35% more than its current revenue within a year.

Specific	To invest in digital marketing for promoting new products Boost Guarana
Measurable	by considering social media marketing to increase the consumer base
Attainable	to increase the consumer base by around 30% more than its current consumer base,
Relevant	to increase the revenue by around 35% more than its current revenue
Time-bound	Within a year

STP

Segmentation

In this scenario, the company programmers can utilize demographics or geographic market division for launching the items in the chosen marketplace of the United Kingdom by dividing the marketplaces by studying the demographic variations and concentrating on the ages, sexes, vocations, etc. of consumers. For the purpose to create successful advertising plans, Cadbury's organizational leadership can also evaluate the buying patterns of its consumers. The new product of the company is Boost Guarana, which is an energy chocolate bar. The company will focus on the age group starting from 35 years. The demographic, geographic and psychographic market segmentation has been demonstrated below.

Segmentation Classification	Description	Attributes
Demographic	Multiple variables, such as family life cycle, age, level of education, nationality, sex, etc. are utilized for dividing the marketplace. The financial status of consumers may be utilized as well to segment them.	Income level- middle-income level Age: 35 to 60 years and above Nationality: All Specification: Health-conscious Consumers and those who cannot manage to ingest sugar because of a health emergency.

Geographic	According to the market section, consumers may be classified into multiple towns and areas.	In the United Kingdom marketplace, the business may concentrate on domestic consumers.
Psychographic	This factor aids in segmenting the marketplace according to beliefs, views, etc.	For the organization to draw in elderly and elderly consumers, it has to promote the health benefits of Boost Guarana

Targeting

The remaining section of the STP model's targeting element addresses identifying effective market categories by identifying the market being targeted, which aids business owners in creating successful marketing campaigns (Priyono, Moin and Putri 2020). In this scenario, Cadbury may use an effective approach to attract the interest of the intended consumers. Targeting the market segmentation that is regarded as distinct, accessible, measurable, and profitable has been made viable by the "DAMP" plan of action.

Consumers from towns and cities in the United Kingdom, such as London, Manchester, Birmingham, Bristol, etc., are the intended customer base for the organization to increase market revenue. For the business to have a competitive edge in the worldwide marketplace, it has to create efficient campaigns that incorporate classic and contemporary online advertising.

Positioning

The final element of the STP framework that considered placement made sure that the corporation was required to choose an important spot where it could target consumers in the segmented marketplace (Huang and Rust2021). A marketplace segmentation-based consumer targeting approach will be made viable by-product orientation. By creating prices for goods based on excellent quality and a high price, poor quality and inexpensive, or vice versa, Cadbury's product positioning has highlighted the possibilities of novel items in the intended marketplace. In the case of achieving a high market reputation for increasing the sales rate of the Boost Guarana, the company should use a competitive pricing strategy.

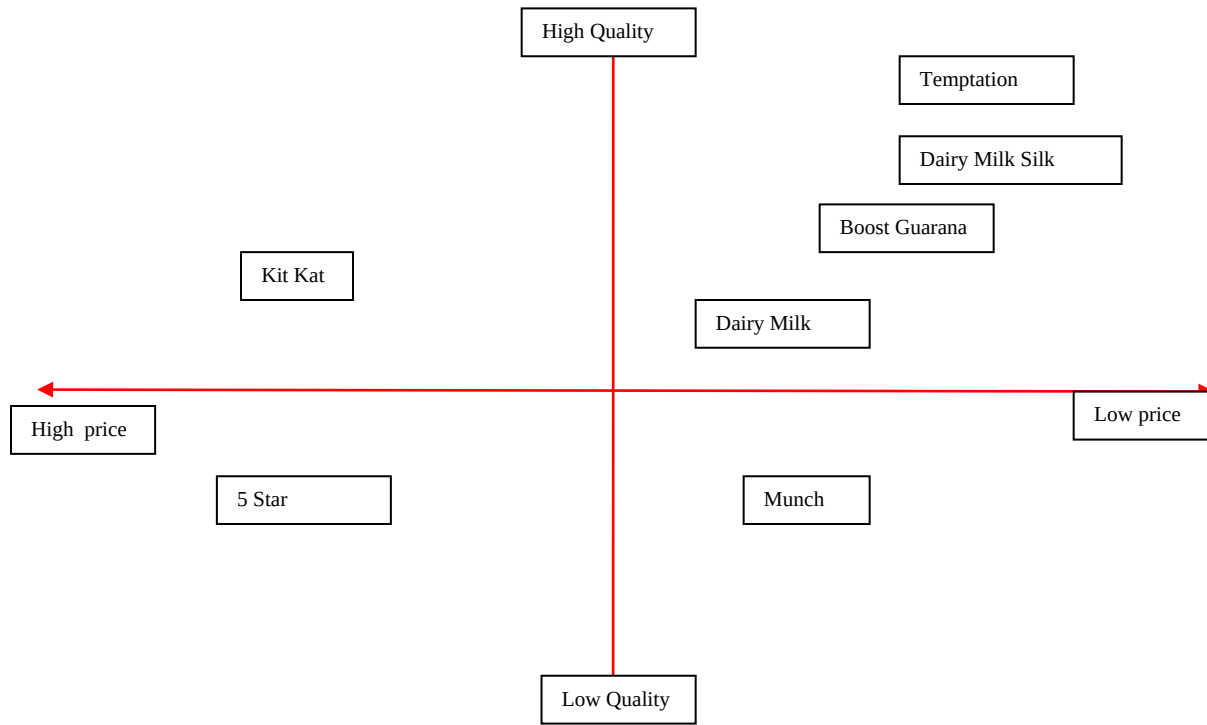


Fig: Product Positioning Map

Source: (Author-Made)

Ansoff Matrix

It supports the company in understanding the growth and success of its item in a novel market. There are four divisions in the Ansoff matrix. Based on the requirements, these structures can be applied to generate and improve the goods. These grids represent market share, product advancement, diversification, and market growth.

Different approaches that can be followed by the company are discussed below.

- The corporation needs to have an in-depth knowledge of the marketplace and all of the marketing methods (Mingione and Leoni 2020). The organization can decide on a successful marketing plan that enables it to connect with a significant number of consumers. Among the most effective approaches to promoting an organization is through digital marketing.
- It continues to be vital for the business to establish an effective budget because it helps the business's marketing approach very well.

- Providing superior goods will enable the organization to attract prospective customers as well as retain those that already exist (Dawes 2018).
- The organization ought to employ the next method to observe its progress and expansion. The organization will also investigate any sales growth following the release of the latest item.
- The business ought to be needed to choose among the many social media sites that will work most effectively for it.

7 P's Marketing

Product

Cadbury has to concentrate on improving its superiority. of its items. High-quality goods and effective customer support help business expansion (Diem et al., 2021). To establish a competitive edge in the marketplace in the United Kingdom, the organization may release its energy chocolate in a variety of flavours. To be able to satisfy the expectations of consumers from the demographic variables market segmentation, The manufacturer might add nuts, raisins, and other dry fruits to the item to boost its positive attributes while also significantly enticing customers from the intended marketplace.

Price

Another important factor in boosting the organization's profitability is this. Cadbury has to investigate the prices of comparable goods from its rivals in the intended market to develop a pricing plan that will be beneficial for its offering. The organization's dark chocolate has not prioritized high-quality products. To be able to attract buyers, executives have to establish effective price-discounting methods. The organization can employ a cost-benefit technique to draw in prospective middle-aged consumers from the United Kingdom's population. The business will be enabled to stay competitive with other businesses in the United Kingdom marketplace due to the cost-effectiveness approach.

Place

This business has chosen to discover the appropriate places that will assist in providing the items to the targeted marketplace. Manufacturers want buyers regarding their goods so that they could

be convinced to acquire them. By combining advertising methods that are going to raise the efficiency of the company's revenue improvement, Cadbury could establish an effective place selection approach.

Promotion

Marketing and promotional tactics to build relations with the public have been part of the business's promotional efforts. The leadership of the company must explain to prospective consumers why it would be better to allow themselves to ingest the item, which will aid in boosting the immune system, as a way to assist them grasp the primary objective of the product advertising. The business must use the AIDA model in its marketing strategies if it wants to effectively market its goods in the intended market. The attention, interest, and desire stages, as well as an action model, are all part of the AIDA model (Baber 2022). It can assist in the creation of effective marketing initiatives by the management of the organization.

Attention- The organization must create advertising material from the viewpoints of the intended audience. For example, Cadbury must promote the health advantages of Boost Guarana.

Interest- The organization must employ simple terminology with fascinating implications that take into consideration the product's special selling points intending to boost sales of its item.

Desire- The organization has to boost the marketing initiatives' visual presentations if it wants to encourage its audience and influence their purchasing decisions.

Action- The organization could provide consumers with appealing promotions like "Buy one, get one free" to capture their curiosity as much as possible in the intended market.

Process

In case of increasing the potentiality of the product Boost Guarana, Cadbury should invest in the marketing process by integrating effective technologies within the distribution network. The utilisation of AI technologies within marketing and organisational management will help the company to increase its connectivity with the potential consumers of the company.

Physical Evidence

The marketers of the company need to design effective marketing activities to meet the needs of the target consumers. The in-depth market research or consumer survey would help the company to understand the mindset of the consumers.

People

The company should develop effective human resource management by determining a flexible structure that can be able to handle the complexity of the organisational management. The flexible organisational structure will allow the company to reduce conflict among employees from different organisational cultures.

Conclusion

It can be concluded that The organisation targets consumers of the health drink line with its offerings, such as boost guarana. According to the company, the product's ability to create sedatives and a certain level of energy allows it to have an impact on the market environment. The using this product, the company intends to appeal to consumers who are concerned about their health. Through its creative products, the organisation hopes to have an impact on the global confectionary market, by manufactured goods. These bars differ from the typical ones in several ways. This company has decided to look for the ideal locations that would aid in supplying the goods to the intended market. Manufacturers want consumers to learn about their products so that they will be persuaded to buy them. Cadbury might build a successful location selection strategy by integrating advertising techniques that will increase the effectiveness of the business's revenue improvement.

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