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Section 1: International Market Entry Strategy and Marketing Mix Analysis

1. Introduction

1.1 Background of Cadbury

Cadbury is a subsidiary of Mondelez International that has provided a diversified range of products to the customers. The organisation has observed a net income growth of around 10% in 2025 (S&P Capital, 2026). Overall, the improvement in the revenue has helped Cadbury in overcoming market competition.

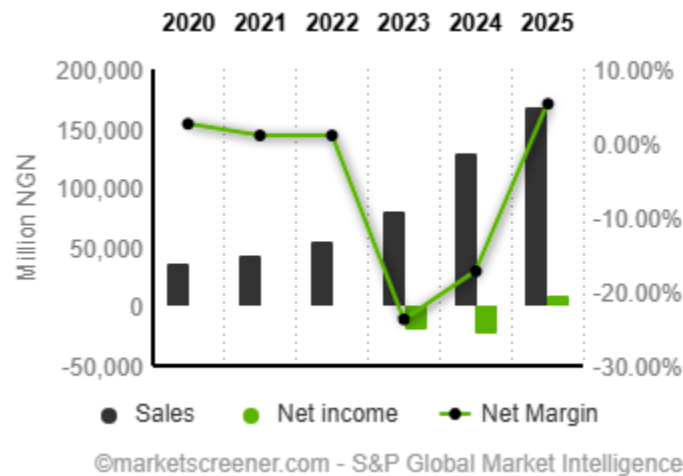


Figure 1: Revenue Growth of Cadbury

(Source: S&P Capital, 2026)

1.2 Overview of the UK and Indian Confectionery Markets

The Home country UK confectionery industry has achieved financial assistance worth £30000 from the local government for strengthening its research activities in 2025 (Government of UK, 2025). On the other hand, the Host country Indian sector has collaborated with the “Ministry of Food Processing Industries” for monitoring its product quality.

1.3 Purpose of Report

The purpose of the report is to provide a critical analysis regarding the business

strategies adopted by Cadbury for executing business operations in home countries such as the UK and host nation India. In addition, the investigation has also adopted the use of STP analysis and 7p marketing strategy framework. The report has also discussed ethical issues observed by Cadbury.

2. Comparative Market Analysis of the UK and India

2.1 PESTEL Analysis of the United Kingdom

Political

Export volume of the UK food and beverage (F&B) sector fell about 23% from 2021 to 2025 due to high rises tariff rate and trade friction leading to decreased overall volume of product (Khan, 2026).

Opportunity: The international trade agreement is more reliable for export and import of raw materials leading to high rises of tariff hikes.

Threats: Changes towards international relations have severely affected the food and beverage industry which in term threaten commodity production.

Economical

CPI rose about 0.2% in 2026 which in term squeezed the operation profit of the raw materials leading to switching of customer demand (Government of UK, 2026). F&B sector squeezed its overall profit through geopolitical disruption leading to high rises of premium product price fluctuations.

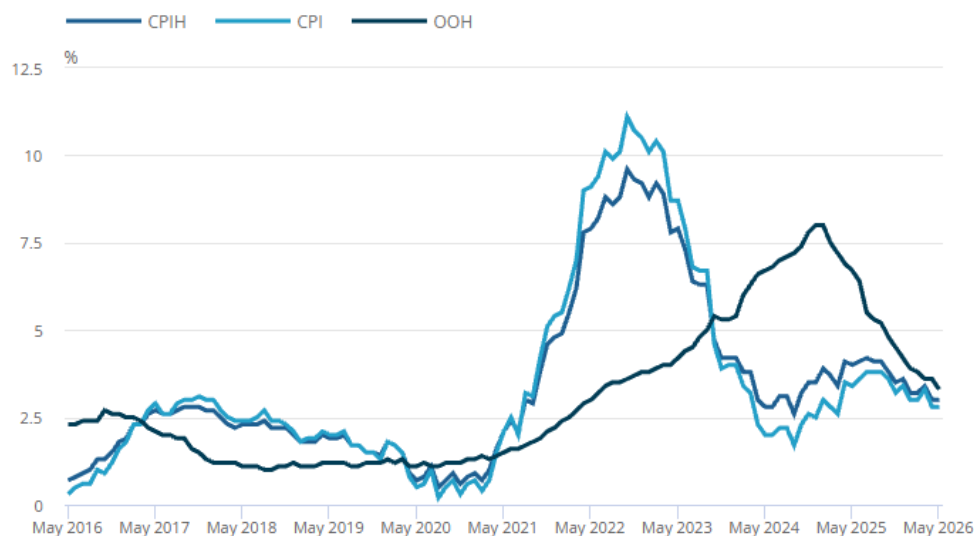


Figure 2: Consumer price inflation of UK

(Source: Government of UK, 2026)

Opportunity: Surging consumer demand towards health conscious products leads to enhanced overall profit margin in developing revenue of Cadbury.

Threats: Fluctuation of the commodity price leads to squeeze overall profit margin due to significant shift in consumer demand.

Social

The UK household cost has increased to 4.1% from 2015 to 2025 (Government of UK, 2025a). Thus, the enhancement in the domestic expenses has reduced the purchasing power of the customers.

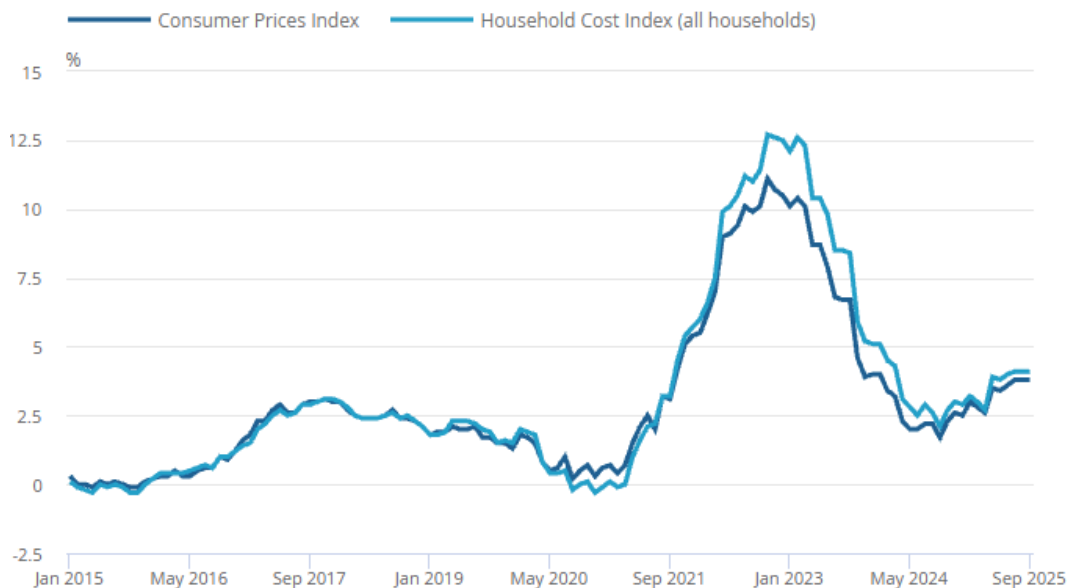


Figure 3: Household Cost

(Source: Government of UK, 2025a)

Opportunity: The enhancement in the household expenses has provided opportunities for Cadbury in providing low-priced products to the customers.

Threat: The decline in purchasing power has hampered the commodity demand of

Cadbury among customers.

Technological

The revenue of the food robotic services has increased from \$3bn in 2023 to \$3.7bn in 2025 (Market.US, 2026). Hence, the improvement in the utility of the technologies has helped in strengthening the operational efficiency of the sector.

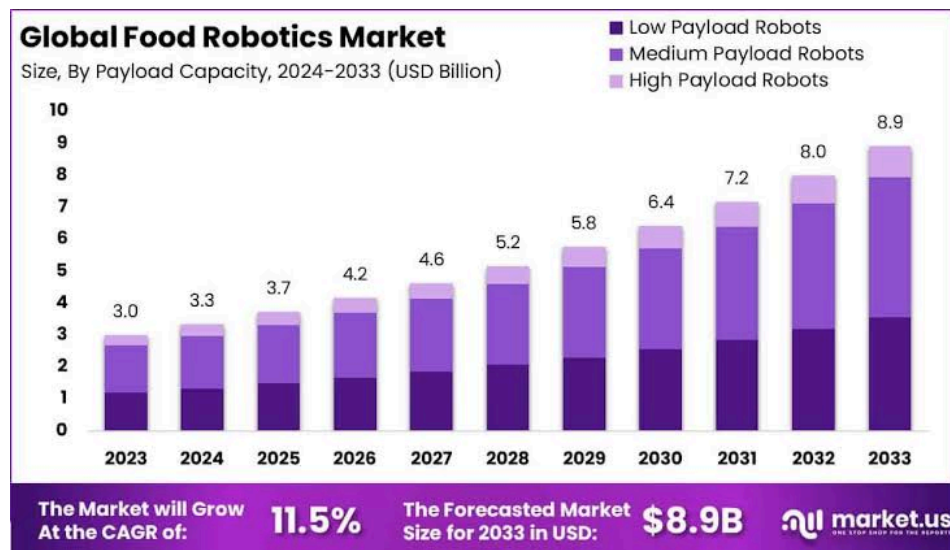


Figure 4: Revenue of the Food Robotic Industry

(Source: Market.US, 2026)

Opportunity: The inclusion of the robotic services will help organisations such as Cadbury in reducing its waste volume.

Threats: The robotic services will also increase the product cost of the organisation.

Legal

“Food Safety Act 1990” showcases significant transformation in development of the food industry through efficient production which has its significant impact in managing supply chains (Government of UK, 2025).

Opportunity: Adoption of food safety law is more reliable for successful reformulation by showcasing growth of low calories products.

Threats: Changes in strict law affect Cadbury in selection of raw materials which affect export and import of raw materials.

Environmental

The volume of the UK carbon emissions has declined to 254.0m tonnes in 2025 (Armstrong, 2025). Thus, the decline in emissions has helped in prompting sustainability within the business operations of the industries.

Opportunity

The inclusion of sustainability will help Cadbury in improving the quality of its raw materials.

Threats

The availability of organic raw materials will also increase the product price of the organisation.

2.2 PESTEL Analysis of India

Political

The Indian governments also permit 100% FDI in food processing under the key instance of “Make In India” that supports foreign investment. As it is also catering the 5th largest manufacturing economy towards an automatic route in development manufacturing and sales growth through expansion business of Cadbury (CII, 2026).



Figure 5: Business opportunity

(Source: CII, 2026)

Opportunity: The manufacturing expansion and development capacity supported by 100% FDI scheme provided by the Indian government.

Threats: Increasing compliance cost due to change of foreign policy regulation in future increases cash outflow.

Economical

India will also grow with the fastest economical presence supported by the GDP growth 6.6% in 2025 with an approximate value of \$4.3 trillion (Chettiar, 2025). Also, the key population rises about 1.4 billion that creates significant demand for confectionery products in the market.

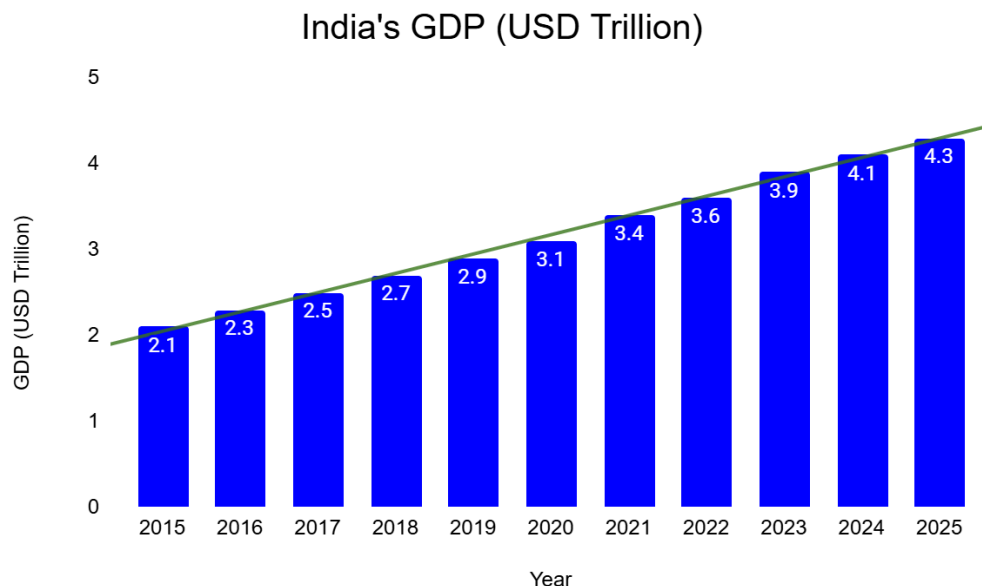


Figure 6: GDP of India

(Source: Chettiar, 2025)

Opportunity: Strong GDP growth and a 1.4 billion population increase confectionery

demand and sales opportunities.

Threats: Economic fluctuation and volatility in consumer purchasing capability reduce the sale volume of Cadbury.

Social

The young demographic also preferred Cadbury as a gift for Diwali, Raksha Bandhan, and weddings that raise seasonal consumption rate. Hence, chocolate industry market size grew with a CAGR rate of 7.63% with market value \$2.72 billion in 2026 supporting sales demand for Cadbury (Mordor Intelligence, 2026).

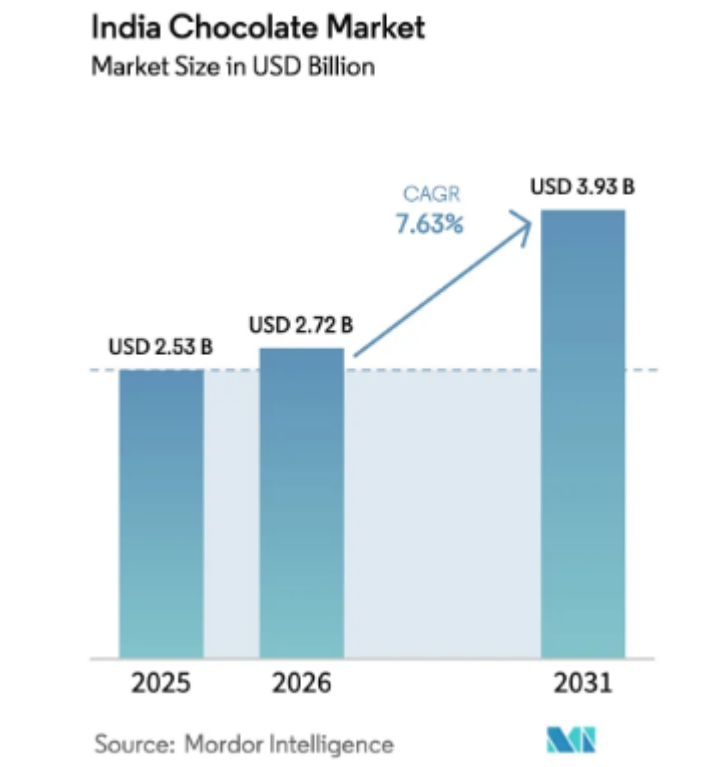


Figure 7: Industry growth
(Source: Mordor Intelligence, 2026)

Opportunity: Cadbury's future market growth positively supported rising occasional demand festive gifting culture.

Threats: Changing consumer preferences toward healthier snacks also disrupted long term market stability.

Technological

The Indian confectionery sector has invested ₹500cr in including the use of AI techniques in its chocolate manufacturing process in 2025 (Yahoo Finance, 2026). Thus, the investment has helped the industry in improving its product quality.

Opportunity: The availability of quality products has helped Cadbury in expanding its goodwill among the customers.

Threats: The extensive use of AI tools has also reduced the data security of the organizations.

Legal

"Food Safety and Standards Act, 2006" is more reliable for managing food quality through significant manufacturing and storage (FSSAI, 2026). This act empowers customers by the ability to prohibit advertisement and the ability to deal with unfair practices.

Opportunity: The food and beverage industry of India maintains safety by showcasing its significant durability in managing advertisement.

Threats: The strict regulation affects the overall reputation of Cadbury by addressing severe penalties due to false claims which affect overall brand image.

Environmental

The adoption of environmental consideration is most difficult for conducting business progression in the Indian market. The government of India also raises commitment towards achieving net-zero emissions by 2070 supported by sustainable packaging and responsible sourcing practices (ShanKar, 2025).

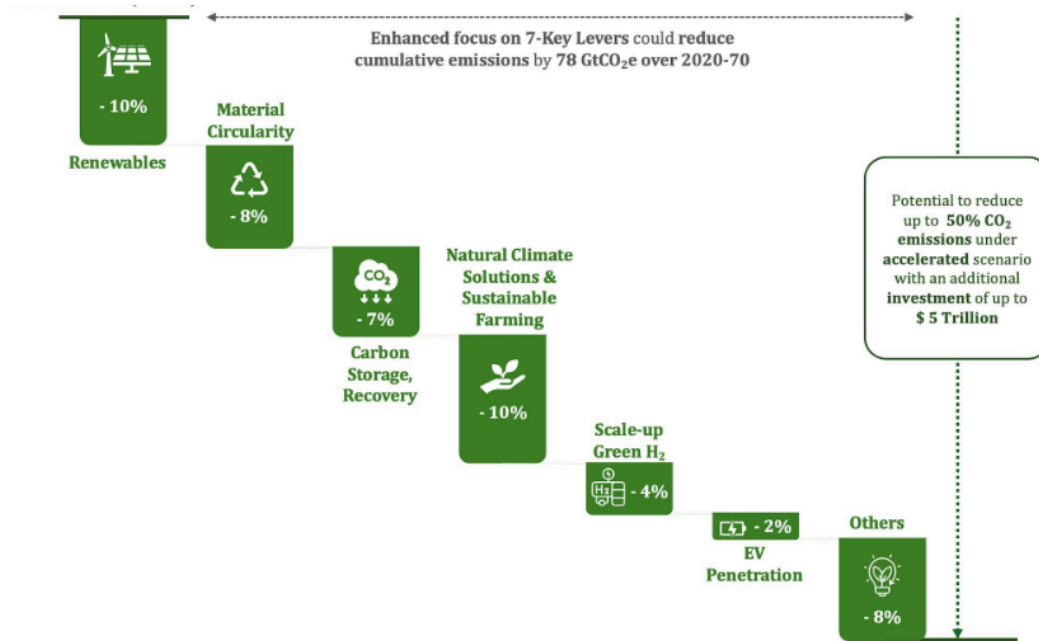


Figure 8: Net zero target

(Source: ShanKar, 2025)

Opportunity: The adoption of sustainable packaging is also helpful towards enhancing brand reputation to attract environment conscious customers.

Threats: Application strict environmental regulation increases packaging and compliance cost for Cadbury.

2.3 Comparative Evaluation of the UK and Indian Macro-Environments

Based on the above evaluation, the UK confectionery industry has observed decline in the product demand due to an enhancement in the cost-of-living index. The lowering of the purchasing activities has also reduced the chocolate consumption in the country. On the other hand, the Indian government has developed the “Make in India” project that has provided opportunities for small companies in carrying out business operations. Overall, the technological enhancement and statutory initiatives has helped to improve the chocolate demand among customers in both countries.

3. Cultural Analysis Using Hofstede Framework

3.1 Overview of Hofstede's Cultural Dimensions Theory

As stated by Zheng et al. (2025), "Hofstede's Cultural Dimensions Theory" helps to analyze the cultural differences that are measured through workplace behaviour, communication and through significant risk in managing workflow. This framework has its significant impact in managing business operations by responding with workforce dynamics.

3.2 Hofstede Analysis of the United Kingdom

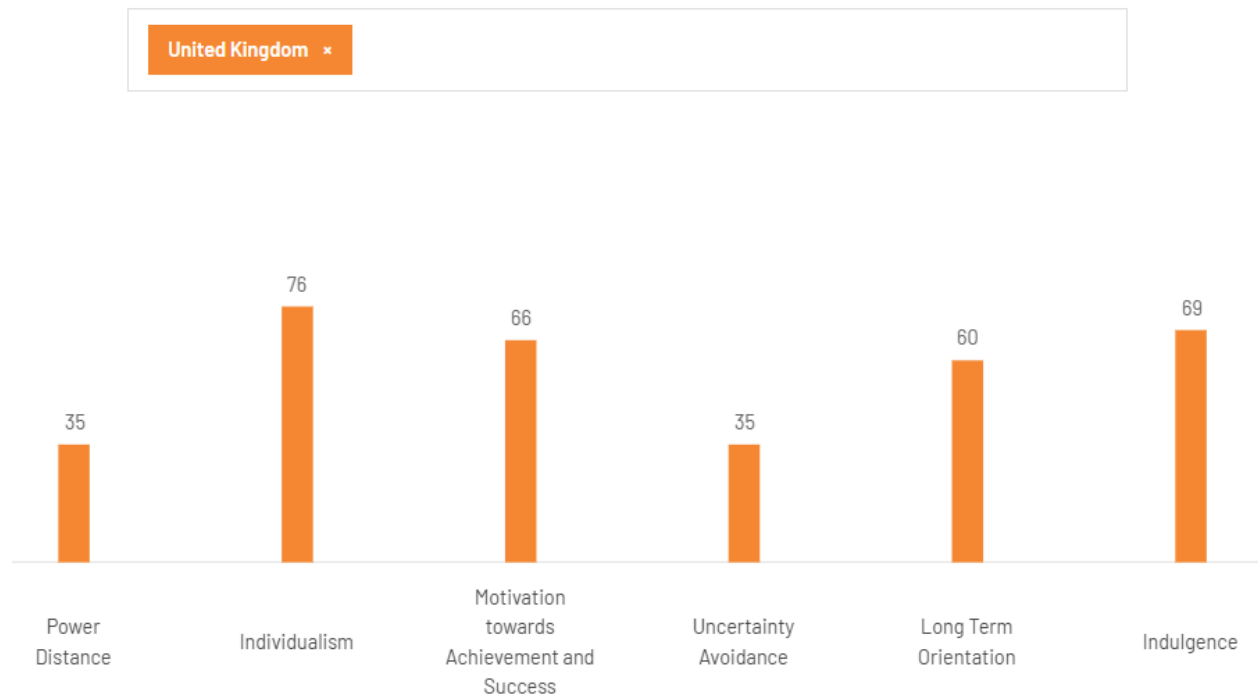


Figure 9: Hofstede Analysis of the UK

(Source: Hofstede Insights, 2025)

As per the above analysis, the UK has scored 66 and 69 in the motivation and indulgence aspects of the Hofstede analysis. The country has enhanced the

participation of the workers through the provision of a flexible incentive structure. For example, the UK government has provided a performance bonus to the cocoa workers worth £800,000 for improving the raw material production in 2025 (International Cocoa Organisation, 2025). The enhancement in the income has motivated and improved the engagement level of the employees. On the other hand, the UK has also achieved high scores of 76 and 60 in the “Individualism and Long-term Orientation ” aspect of the Hofstede tool. The country has focused on promoting small organisations and entrepreneurs for manufacturing chocolates for meeting the product demand among customers. In the UK, the revenue of the sole proprietor chocolate business has increased to \$12.61bn in 2025 (Market Data Forecast, 2025). The country has also achieved a low score of 35 in the “Power and Distance and Uncertainty Avoidance” aspect of the model that has hampered regulatory guidance of the chocolate companies. Overall, the availability of high motivation and individual confidence has helped the UK government in improving the revenue of the chocolate companies.

3.3 Hofstede Analysis of India

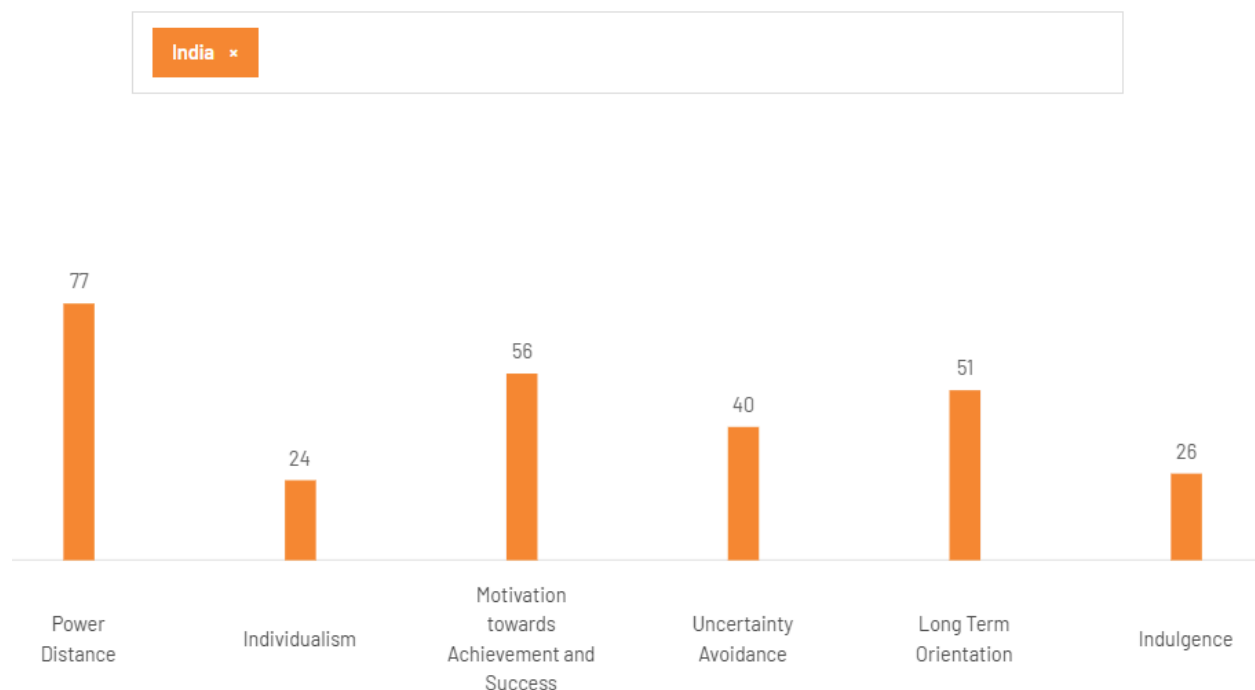


Figure 10: Hofstede Analysis of the India

(Source: Hofstede Insights, 2025)

From the Hofstede Analysis, it has been addressed that power distance and individualism is about 77 and 24 by showcasing its significant top down authority by ability to manage competition in the workplace. For example, Cadbury holds an authoritative structure by adoption of dual approaches fostering employee loyalty and showcases product reliability in the market. The company is more reliable to drive trust by hiring “Kartik Aaryan” as a brand ambassador who promotes products to showcase youth brand needs. Cadbury showcases its brand loyalty by following the “Made to Share” campaign which is more reliable to showcase family tradition serving personalized shopping experiences to showcase special occasions. The motivation and long term orientation is about 56 and 51 ability to prioritize more on the immediate results through efficient decision-making. Cadbury pro-actively dealt with the environmental uncertainty by showcasing infrastructural limits due to installation of cooling solutions. This infrastructural limit hampers overall product quality by addressing “cold chain deficiencies” which in term affect overall reputation of business. Cadbury has its ability to boost packaging by ability to wrap with 65% of “recycled plastics” following environmental commitments (ICM, 2026). The indulgence rate is 26 that is addressed through restricted culture by following strict discipline in managing workflow. On the other hand, Cadbury have launched the campaign “Say It With Silk” by showcasing its significant sweet offering in highlighting human emotion to connect with the consumer (TEAM IMPACT, 2026).

3.4 Comparative Cultural Analysis and Implications for Cadbury

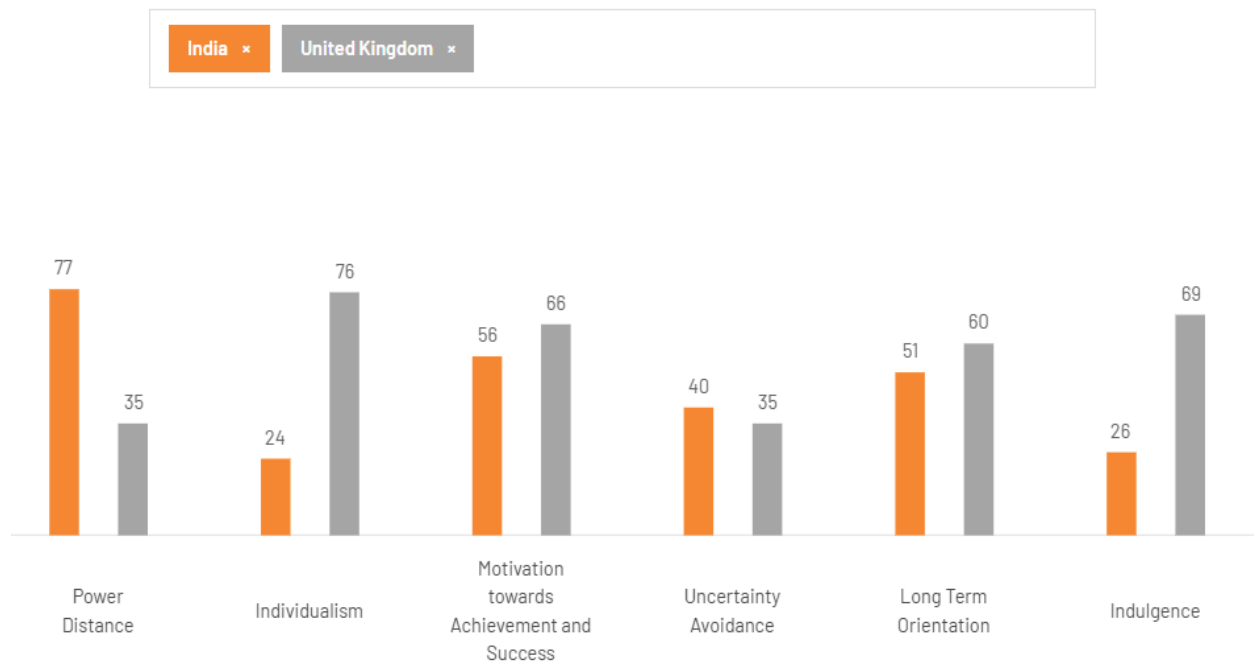


Figure 11: Cultural Analysis of India and the UK

(Source: Hofstede Insights, 2025)

In the above evaluation, India has achieved a higher score of 77 in the power distance aspect of Hofstede analysis as compared to the UK due to equal opportunities for small and large organisations in carrying out business operations. For example, the revenue of the Indian MSME chocolate sector will increase to \$5.5bn in 2033 (Government of India, 2025). The improvement in income has strengthened the industrial growth in the country. On the other hand, the UK has achieved improvements in the “Individualism, Motivation and Indulgence” aspect as compared to India. Thus, the infrastructural enhancement has helped the UK in improving the production volume of chocolates significantly.

4. Comparative Analysis of STP Strategy

4.1 STP Strategy in the Home Country (UK)

Segmentation

Cadbury segmentation is also highly focused on selecting demographic factors such as children through expansion products such as Freddo, families through Dairy Milk, and premium consumers through Dairy Milk Luxe. Also, focusing on cultural occasions meet behavioral factors for purchasing highly in all local markets of India.

Target

The application of differentiation targeting strategy is most suitable for Cadbury to target distinct consumer groups for increasing sales value. Thus, targeting children, young adults, families, and gift purchasers also ensure a diverse portfolio that raises revenue potential for Cadbury. This also supports annual net sales of Cadbury making Mondelez International of \$9.74 billion in 2025 (Reuters, 2025).

Positioning

Cadbury also ensures a strong position in the UK market through providing quality products and emotional connection with customers. The emotional advertisement video and campaigning strategy such as "There's a Glass and a Half in Everyone" also increase customer base. As its supported parent company Mondelez markets revenue \$38.5 billion in the confectionery market of the UK (World Visualised, 2026).



Figure 12: Market demand

(Source: World Visualised, 2026)

4.2 STP Strategy in Host Country (India)

Segmentation

Cadbury is demanded by the rural and semi urban people of India towards premium products by showcasing its significant reach in the market. The wider demand of the Cadbury used in different festivals, evening snacks and used in casual celebration. The Indian chocolate market is projected to reach about \$5,320.17 million in 2033 by showcasing its growth rate of about 8.35% in exploring affordable artisanal offerings (GlobeNewswire, 2026).

Target

Cadbury in the Indian market are targeted by all age group people, young adults, health conscious customers and modern people. In India, 72% of Mondelez revenue continues to grow from the Cadbury product by highlighting dominance accessing consumer preferences (Malodia, 2025b). Cadbury's Bourneville has its wider target by the faults which leads to enhanced economic scale of the brand.

Positioning

Cadbury positioned itself in the Indian market by holding the rich culture of India in serving customers with the premium products, unlimited joy celebration and sweet campaigns which attract wider customers. The company serve "#TheKhaasSeat" in the Indian market by serving emotional milestones while developing partnership with Mumbai Indians leads to enhanced brand engagement (Impact Magazine , 2026).

4.3 Comparative Evaluation of Cadbury's STP Strategies

Segmentation

Cadbury in the Indian market targets urban and semi-urban people by showcasing its significant affordability towards "Silk" range products and Cadbury Celebration by showcasing its gifting segment. In the UK market, Cadbury showcases a wider variety of indulgence by highlighting seasonal events and social gatherings.

Target

Cadbury in the Indian market targets young adults, working professionals by showcasing the relevance of the Dairy milk and Bourneville products, which have its

wider popularity in the market (Cadbury, 2025). Whereas in the UK market, Cadbury targets value-conscious customers, professional and young adults have a wider demand for traditional dairy products and seasonal offerings in the market.

Positioning

Cadbury positioned itself in the Indian market by dominating 70% of the share in the chocolate market through a significant campaign “Kuch Meetha Ho Jaaye” in order to promote the product in the market (Lala, 2025). On the other hand, Cadbury holds 51.19% of the share in the chocolate market and the ability to showcase iconic product lines in the market enhances overall brand value in the market (Fortune Business Insights, 2025).

5. Comparative Analysis of International Marketing Mix (7Ps)

5.1 Product Strategy

Product Strategy in the UK

Cadbury has developed products such as “Cadbury Bourneville Dark Chocolate” for increasing its popularity of diet-conscious customers in the UK (MyStudies, 2026). Overall, the expansion of the commodities has assisted the organisation in increasing its goodwill among consumers



Figure 13: Cadbury Bourneville

(Source: Amazon, 2026)

Product Strategy in India

Cadbury has developed health drinks such as “Bournevita” for meeting the demand of children and young adults in India (Malodia, 2025). Hence, the provision of healthy

commodities has helped the company in overcoming market competition.

Comparative Analysis

In the UK, Cadbury has focused on promoting dark chocolates for strengthening its brand preference among the athletes. On the other hand, the company has prioritised on meeting the health demands of children in India (Malodia, 2025). Overall, the availability of diversified product strategy has helped Cadbury in increasing its brand loyalty.

5.2 Price Strategy

Pricing Strategy in the UK

Cadbury has increased the prices of its chocolates to £2.75 due to enhancement in the raw material cost in 2025 (Mitchell, 2025). Thus, the enhancement in the product expenses has lowered the preference level of the organisation among the customers.

Pricing Strategy in India

In India, Cadbury has increased the value of its “Dairy Milk” chocolates from ₹10 in 2024 to ₹20 in 2025 (SpendMitra, 2026). The price rise has reduced the product demand of the organisation and increased market competition levels.

Comparative Analysis

The enhancement in the product cost has adversely influenced the brand loyalty of the organisation. Cadbury has reduced its actual sales value from \$10500m in 2025 to \$10000m in 2026 (Market Screener, 2026). Overall, the lowering of the revenue has hampered the financial stability of the company.

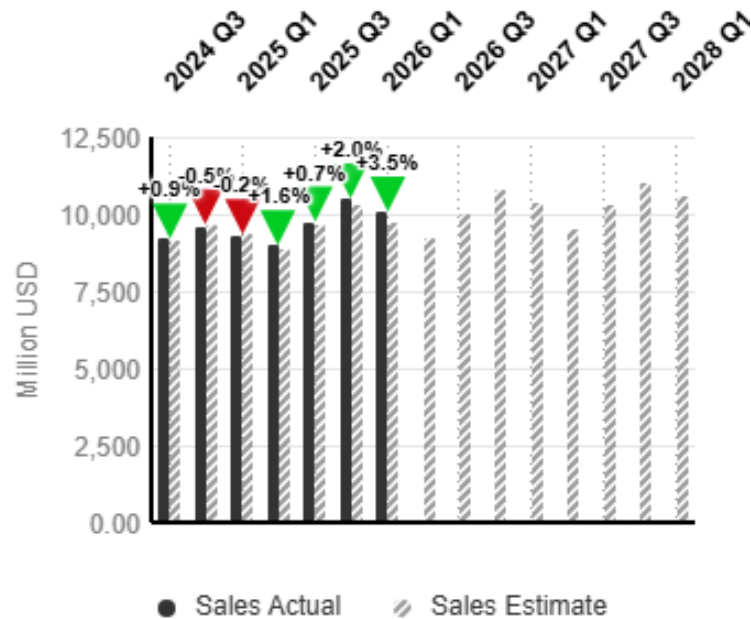


Figure 14: Sales of Cadbury
(Source: Market Screener, 2026)

5.3 Place Strategy

Distribution Strategy in the UK

The distribution strategy of product in the UK with bulk volume of product through supermarkets and convenience stores also ensures better sales potentiality. Hence, partnership with Tesco and Sainsbury for selling products is also effective due to its market share of 28% and 16% respectively (Economic Research Council, 2025).

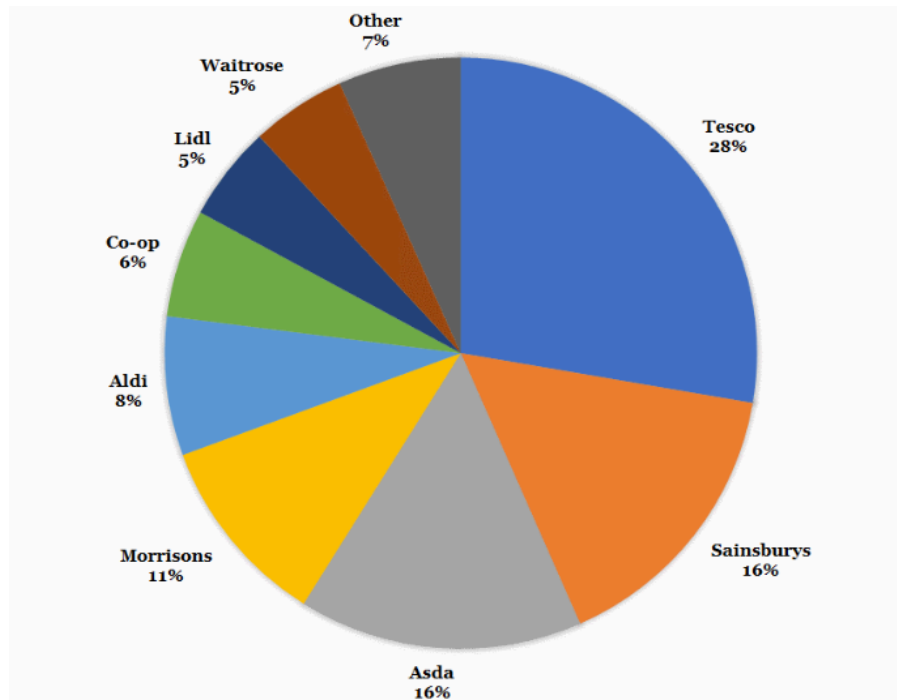


Figure 15: Supermarket UK

(Source: Economic Research Council, 2025)

Distribution Strategy in India

In host countries focus on placing through traditional Kirana stores and ecommerce channels more effectively to fulfill demand of the market. Hence, the Food and beverage ecommerce market will grow with a CAGR rate of 17.2% of \$1688.9 billion market opportunity by 2030 (BRC, 2026). This widespread network opportunity ensures better distribution in rural and urban markets.

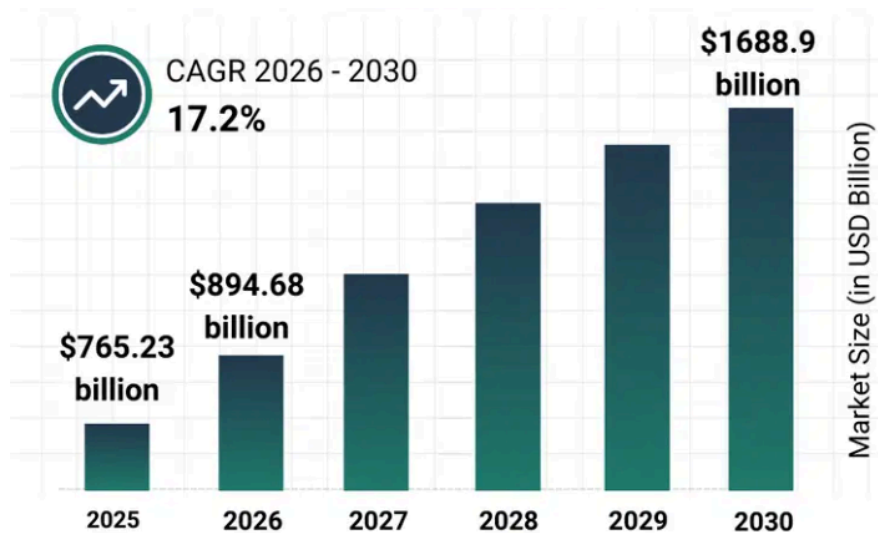


Figure 16: F&B in India

(Source: BRC, 2026)

Comparative Analysis

The key distribution stage is mainly focused on the UK with retail partnerships with major supermarkets such as Tesco and Sainsbury's that make more stability and capture market share combined 44% in the UK. However, the rapidly growing e-commerce and instant delivery service of India and Kirana stores are also streamlined towards meeting the demand of rural areas and inclusion of urban areas of India.

5.4 Promotion Strategy

Promotional Strategy in the UK

Cadbury has developed campaigns such as “Made to Share” that assists in developing generosity and strengthens social relationships among customers in 2025 (Bamford, 2025). Thus, the improvement in the product promotion strategy has provided opportunities for the organisation in improving the loyalty level for its commodities among the customers

Promotional Strategy in India

Cadbury has also launched the “Kuch Naya” campaign for promoting its nut cracker product during festive seasons in India (Kumar, 2025). Hence, the expansion of the taglines has helped Cadbury in improving the popularity level of its commodities.

Comparative Analysis

The promotional strategies adopted by Cadbury have increased its revenue growth by 5.6% in 2025 (Investing News, 2025). Thus, the improvement in the income has helped the organization in acquiring competitive advantage over other organisations.

ACCELERATED TOP-LINE GROWTH, PROFIT IMPACTED BY COCOA INPUT COSTS

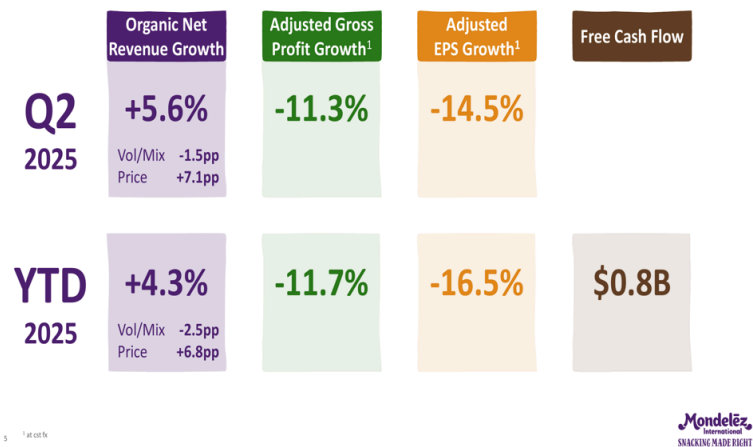


Figure 17: Income Growth of Cadbury
(Source: Investing News, 2025).

5.5 People Strategy

People Strategy in the UK

The focus on diversity and better employee retention is also reliable towards leadership development in the UK confectionery market. In addition, reducing bias, women hourly pay is also the highest paid position, higher by 9.2% as compared to men hourly pay (MONDELEZ , 2025).



Figure 18: People strategy

(Source: MONDELEZ , 2025)

People Strategy in India

In India, focus on talent development and operations capability improve among employees most suitable towards attracting a large young workforce. Thus, it is also certain to expose the parent company of Cadbury workforce compatibility extending from 91000 employees in 2025.

Comparative Analysis

The diversity and inclusion focus working environment also be consolidated in the UK through ensuring proper payment recognition structure as per positional status. However, workforce expansion of local talent development is most effective for India to improve leveraging the market exploration capability of Cadbury.

5.6 Process Strategy

Process Strategy in the UK

The application of advanced manufacturing facilities such as “Bourneville manufacturing facility” also enables modern usage of production technologies. Hence, it is also helpful to meet the global net revenue potential of Mondelez in the UK of \$36.4 billion in 2025.

Process Strategy in India

The localized manufacturing potential of Cadbury also will be helpful to raise the standard of large scale production India. Thus, development of an automated production system in the existing ₹1,600 crore investment “Malanpur (Madhya Pradesh) and Sri City (Andhra Pradesh)” hubs also ensures better supply chain responsiveness of the confectionary market.

Comparative Analysis

The higher demand of the UK also raises automated production strategies that ensure meet sales demand with quality product exploration. However, large scale production capability in India needs to be configured with automated technology in Sri city that enables better quality of product distribution in India.

5.7 Physical Evidence Strategy

Physical Evidence in the UK

Cadbury has developed “Cadbury World” for providing opportunities for customers to visualise its chocolate-manufacturing process in 2025 (MyStudies, 2026). Thus, the infrastructural enhancement has helped the company in improving brand trust of the consumers

Physical Evidence in India

In India, Cadbury has developed initiatives such as “Cadbury Purple” with an intent to strengthen its brand recognition activities in 2025 (Famida, 2025). Overall, the improvement in the packaging activities has helped the company in increasing product demand.

Comparative Analysis

The infrastructural improvement has helped Cadbury in improving its product demand in the UK. In addition, the company has also developed packaging strategies for attracting new consumers in India. Overall, the strengthening of brand loyalty has helped Cadbury in improving its market position.

6. Market Entry Strategy Analysis (India)

6.1 Cadbury's Entry Strategy into Preferable Country

Based on the comparative analysis between UK and India, the adoption strategy of wholly owned subsidiaries within the preferred country of India makes a better opportunity for Cadbury for higher control over production, marketing, and distribution activities. This strategy also be formulated with expansion hubs for stronger distribution networks penetrated both urban and rural markets. For instance, confectionery market growth with a 4.99% CAGR rate with the highest value of chocolate market will ensure INR 618.80 billion in 2034 (Imarc, 2026). Overall, this also creates an opportunity towards exploring investor stock optimisation to meet higher demand in the future Indian market.

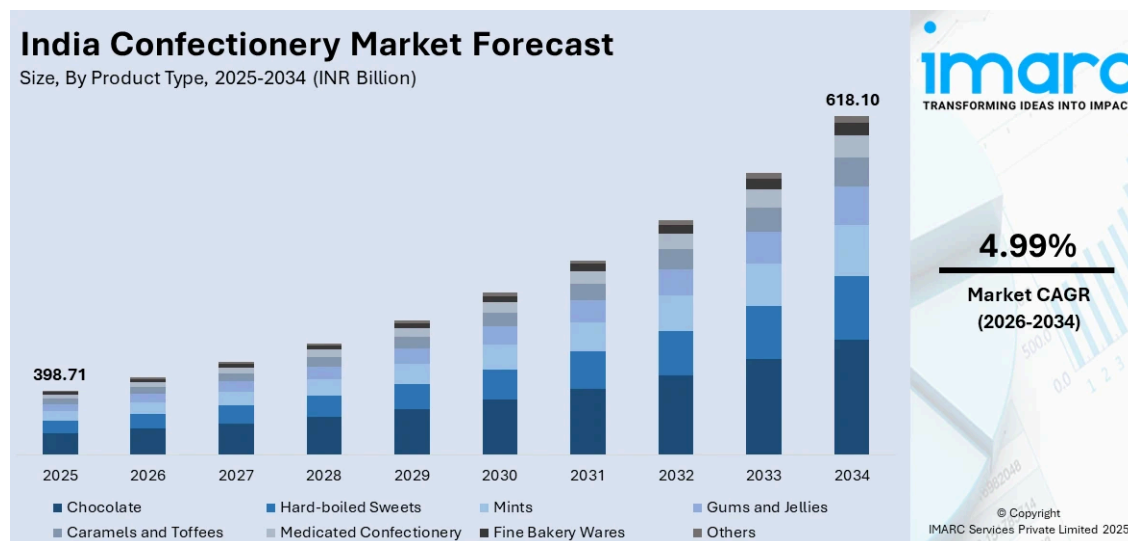


Figure 19: Confectionary market

(Source: Imarc, 2026)

6.2 Positive and Negative implication of Preferable country

Positive

- Cadbury is wholly owned by Mondelez in the Indian market by showcasing its

100% control in managing local operation and manufacturing facilities in verifying significant product quality in the market.

- The direct access with acquired wholly owned subsidiaries also ensure meet capability to acquire market CAGR growth of 4.99% the confectionary market. Hence, it is also to ensure increasing sales volume and generate strong leadership for long term growth.

Negative

- Cadbury faced high financial risk while developing “fully owned manufacturing”, managing cold chain facilities. The company has the ability to expand its production capacity by investing ₹4,000 crore in managing cold chain infrastructure by showcasing efficiency in supply chain (The Economic Times, 2023).
- Mondelez subsidiary Cadbury faced political instability leading to high rises of price hikes regarding shifting on consumer confidence, slowing down revenue of business (The Economic Times, 2026).

7. Ethical Issues in Cadbury's Marketing Activities

7.1 Ethical Issue Faced by Cadbury in UK

7.1.1 Ethical Issue: Pricing Strategy and Consumer Affordability Concerns

Cadbury parent company Mondelez also faced a specific ethical issue associated with the marketing mix in 2026 due to rising cocoa cost, which is important associated with the global market. Hence, chocolate price is successively increased due to diversification of cocoa cost inflation of 160% effectively (Kanatt, 2026). Due to this scenario increasing price value of products reduces consumer affordability and raises ethical concerns about price sensitivity. As it is also directly declining sales volume 4.8 percentage point in the European market.

Mondelez forecasts muted 2026 as price hikes push consumers away

By Nell J Kanatt

February 4, 2026 2:52 AM GMT+5:30 · Updated February 4, 2026



Figure 20: Ethical issue on Price

(Source: Kanatt, 2026)

7.1.2 Impact on Consumer Trust

Cadbury in the UK market faced significant challenges in downsizing dairy products led to rises high consumer frustration levels. The British consumer faced significant food inflation which led to high rises of dairy product options and 58% of the dairy sales due to shift of the consumer demand (Dairy mail, 2025). The company adopted localized strategies by showcasing digitized campaigns in UK urban releases to enhance consumer trust.

7.1.3 Marketing and Corporate Response

Cadbury has focused on adopting digitalisation in its business operations for improving its product quality. For example, the organisation has invested \$1.2bn with an intent to strengthen its supply chain operations in 2025 (Monsanto, 2025). In addition, the investment has also helped Cadbury in meeting the financial requirements of its business activities. Overall, the improvements in the inventory management system has helped Cadbury in increasing its product demand.

8. Recommendations

Recommendation 1: Strengthen Digital and Personalised Marketing

Cadbury in the Indian market strengthens its brand portfolio through local ads by relying on “celebration-led communication” which is more reliable to showcase the overall relevance of the brand. Whereas in the UK market, Cadbury relies on a “context-driven campaign” by ability to showcase local realities of the brand which leads to enhanced overall business sales. In the UK market, the company has addressed “Grab & Go Formats” which have been introduced during occasion by ability to showcase its brand portfolio in market (Better Retailing, 2026).

Recommendation 2: Expand Health-Conscious Product Portfolio

Cadbury has prioritised on developing health products with an intent to expand its customer base. For instance, the organisation has manufactured “Cadbury Fuse Fit” which is an energy bar for athletes and diet-conscious customers in the UK (Cadbury, 2025b). On the other hand, the company has also developed “Cadbury Dairy Milk” 30% Less Sugar” products for diabetic customers in India. Hence, the availability of diversified chocolate products has helped Cadbury in strengthening its market position in the country.

9. Conclusion

Based on overall analysis, it has been addressed that Cadbury enhances its market share in the UK chocolate market which leads to rising overall sales of business. This in term showcases its brand heritage by reviewing its accessibility regarding launching of the key product in the market. Cadbury in the Indian market has been dominated due to its localized value of product and ability to promote in the market through “Kuch Meetha Ho Jaaye”, The strategy differences in both the market varies based on significant texture of product and adoption of ingredients which have a wider popularity in market.

Section 2: Reflective Account (Using Gibbs Reflective Cycle)

2.1 Reflective analysis

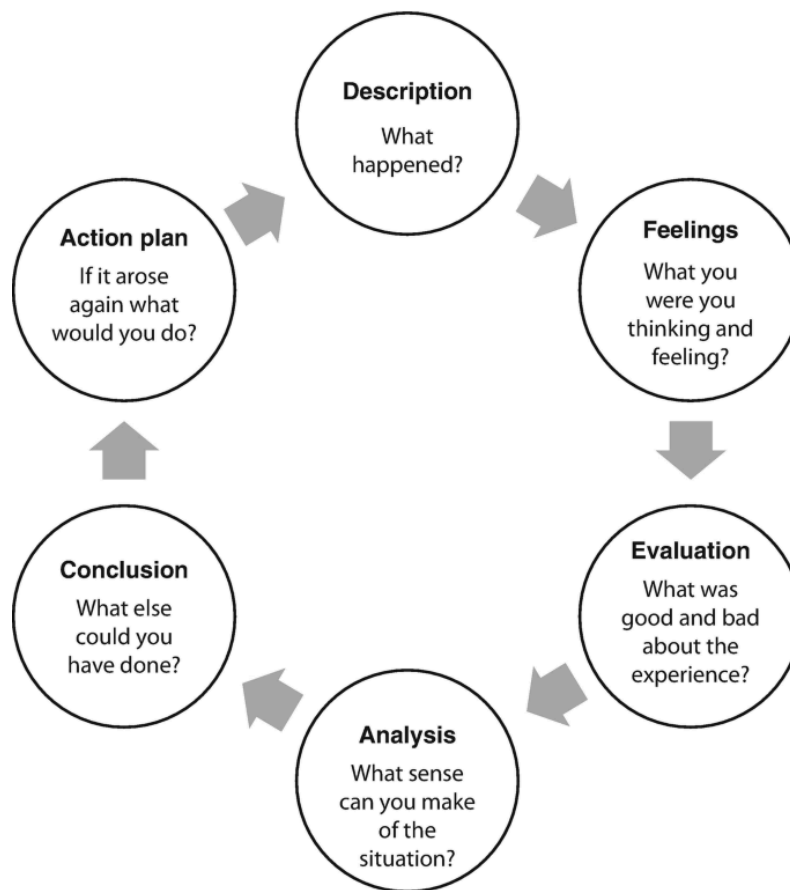


Figure 21: Gibbs Reflective Cycle

(Source: Newton and Young, 2021)

Description

During the completion of the report, I was able to use frameworks such as PESTLE that helped me in evaluating the impact of the market trends on the business decisions of

Cadbury. In addition, I was also able to include the Hofstede model that provided me with an opportunity to understand the cultural difference in India and the UK. According to Barbosa, Salas-Paramo and Rialp-Criado (2021), the technique also includes details regarding the work pattern adopted by the employees across countries. The inclusion of the frameworks mentioned above has helped me in improving my research skills. On the other hand, I also provided details regarding the marketing strategies adopted by Cadbury for promoting its products in the UK and India. The inclusion of the 7p framework has improved my advertising and communication skills, which will also strengthen my professional career. Overall, the report has helped me expand my financial and operational knowledge, which has also strengthened my professional development.

Feelings

While doing this report, I think that Cadbury has its significant presence in the UK market that has been addressed through segmentation, 7Ps, and through cultural comparison in the market. This macro environment analysis provides me with proper knowledge regarding market shift and ability to navigate with significant risk in highlighting long-term opportunities. The knowledge gathered from STP analysis of Cadbury in the UK and in the Indian market showcases a significant shift to deal with the “value-driven campaign” and ability to highlight audience priorities which is more reliable for the international growth of business. I think that my critical thinking skills help me to showcase localised offering and regional taste in highlighting signature products in the market. I also address that I need to improve my cultural difference skills by ability to highlight its adaptability in building long-term relationships by fostering more on communication to showcase regional taste of Cadbury. I also address that the actionable recommendation in adoption of international marketing helps me to serve deeper insights by ability to respond with the consumer behaviour in both markets.

Evaluation

Based on my experience from the investigation process, I feel that I was able to improve my research skills by carrying out a critical analysis on the market strategies of Cadbury. I also observed enhancement in my time management activities that also reduced

delays in the completion of the business plan. As stated by Addis et al (2023), the timely execution of project work also improves the work discipline of the employees and accelerates professional growth. In addition, I was also able to improve my cultural knowledge regarding the work traditions adopted within India and the UK. This also assisted me in understanding the business environment of the countries. On the other hand, I also witnessed issues in understanding financial terms such as “revenue growth and sales value” that reduced my efficiency in interpreting the financial position of the company. I also observed communication issues that also hampered my interactions with my team members. Overall, the challenges mentioned above have reduced the growth level of my professional career.

Analysis

While executing the report, I think that my analytical skills help me to showcase broader implications by ability to showcase localised product offerings which in term strengthen overall career development. I have gathered knowledge regarding the purchasing power of Cadbury by ability to highlight its social trends in the market. I address that my communication skills help me to showcase its significant career development by ability to highlight its promotional strategies in the international market. I think that my critical thinking skills have its strategic alignment in managing consumer expectations by the ability to showcase its significant accessibility in the market. My knowledge regarding the 7Ps of marketing shows a significant improvement in business operations by the ability to respond with a localized strategy in the market. This knowledge helps me to encounter significant career development by ability to deal with cultural shifts and local sourcing which leads to enhancing the global footprint of business. Thus, this skill help me to encounter growth in career by serving professional opportunities associated with market scenario.

Conclusion

The report has assisted me in identifying my strengths and weaknesses that will improve my career growth and strengthen my brand position among my superiors. I also acquired accurate knowledge regarding the brand popularity of Cadbury and its impact on the financial and operational performance of the company. The inclusion of the PESTLE framework assisted me in understanding the external business

environment of the organization. On the other hand, the adoption of STP techniques helped me to analyse the consumer reach of Cadbury in countries such as India and the UK. This report also helped me in identifying my professional issues such as limited interaction and financial skills that adversely influenced my career growth opportunities. I also acquired data regarding the impact of the cultural infrastructure adopted by the countries on the business strategies of Cadbury that also improved my utility among my group members. Overall, the investigation has played an important role in strengthening my professional career.

Action Plan

Implementation plan	Action taken	Time bound
Enhance my critical thinking skills	• Ability to participate in handling logical reasoning workshops. • Access root cause through cognitive limits and handle puzzles through challenging situations and informed decisions. • Observe emotional influence through significant judgment and immediately address the response.	5 months
Improve my communication skills	• Ability to prioritize active listening by ability to showcase body language and address systematic feedback. • Ability to develop deeper conversation by feeling valued to respond with a question and consistent eye contact which leads to enhanced consistency.	5 months
Enhance my cultural knowledge	• Ability to participate in cross-cultural workshops through continuous learning. • Develop local conversation with the people	6 months

	by adopting the local culture and support “cultural sensitivity training” by interacting with the diverse groups.	
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Table 1: Action plan

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