



Assessment component 1: Individual report

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Student Name: Khushi Rajeshbhai Goraniya

Student ID: 2527497

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Section 1

Introduction

Cadbury, formerly Cadbury's and Cadbury Schweppes, is a British multinational confectionery company. Cadbury is headquartered internationally in Buckinghamshire and has operations in over 50 countries around the world. Famous products of this brand are Dairy Milk chocolate, Creme Egg and Roses selection box (Cadbury Dairy Milk, 2026).



Fig 1: A pack of a Dairy Milk Chocolate and Crème Egg

(Source: Cadbury Dairy Milk, 2026)

Since 2010, Cadbury has been a part of *Mondelēz International*, one of the world's foremost confectionery brands. The company operates in more than 150 countries and generated over 38.5 billion USD in net revenue for Mondelēz in 2024 (Mondelēz International, 2025). India and the United States are two of its markets that are strategically significant and have different cultures, consumer behaviour and economic conditions. With a population of over 1.4 billion people and a

rapidly expanding middle class, India is one of Cadbury's key chocolate markets. However, the confectionery market in the United States is well developed with high purchasing power and growing demand for high-quality and healthy chocolate products. Therefore, this report critically evaluates Cadbury's operations in India and the United States using PESTEL, STP and the 7Ps marketing mix. Its central argument is that Cadbury's strength lies in balancing global brand consistency with local adaptation.

1.1 PESTEL Analysis of India and the United States

Political

India

India provides a relatively stable democratic environment, which is required for long-term investments in the food and confectionery industry. India received around US\$81 billion in Foreign Direct Investment (FDI) during FY 2024-25 (TNN, 2025). This encourages Cadbury to expand local manufacturing because regulatory stability improves supply chain planning and investment returns.

The Government's *Make in India* and *Production Linked Incentive (PLI)* Scheme for Food Processing, with an investment of ₹10,900 crore, has boosted domestic manufacturing and the development of the supply chain (PIB, 2026). This helps reduce production costs and strengthens domestic supply chains. On the other hand, the Food Safety and Standards Authority of India (FSSAI) governs food safety, packaging and labelling standards, providing a framework for the operation. The favourable political environment has allowed Cadbury to set up significant manufacturing plants in Maharashtra, Himachal Pradesh, Telangana and Madhya Pradesh, enhancing its countrywide manufacturing and distribution.

United States

The United States provides a politically stable and highly regulated business environment. The country had FDI inflows of over US\$279 billion in 2024. This underscores the appeal of the United States to multinationals and its robust institutional environment. But food companies are required to follow certain rules that are governed by the *Food and Drug Administration (FDA)* and *Federal Trade Commission (FTC)*. The FDA made significant nutrition label changes and stepped-up enforcement of food safety and ingredient disclosure under immense political pressure. On the other hand, the United States had to import more than 198 tonnes of cocoa beans and cocoa

products of global cocoa production (Fleck, 2025). This raises sourcing costs and supply chain dependency significantly.

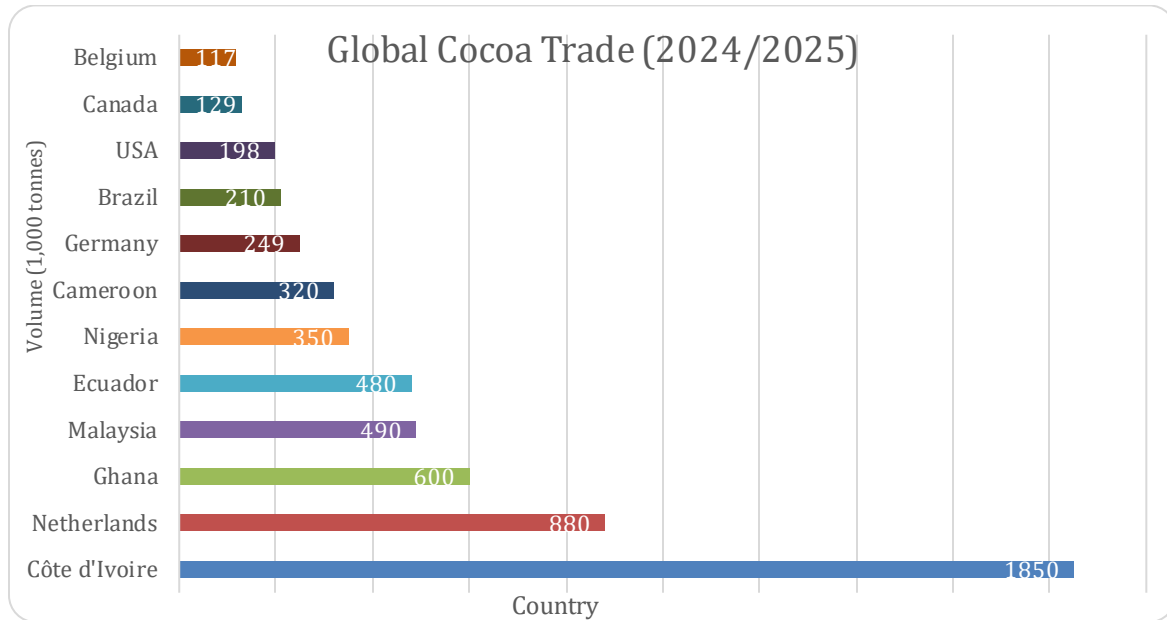


Fig 2: The US imported 198 tonnes of cocoa in 2025

(Source: Fleck, 2025)

Therefore, in the US, the political environment gives Cadbury market stability and consumer confidence. However compliance and operational costs are higher than in India due to strict regulations and reliance on imported cocoa. This creates a trade-off between operational efficiency and regulatory compliance, requiring Cadbury to invest more heavily in quality assurance than in many emerging markets.

Economic

India

India is one of the world's fastest-growing economies. According to Pib.gov.in (2025), India's GDP have increased by around 8.2% in 2025. This boosts consumer spending on confectionery and chocolates nationwide.

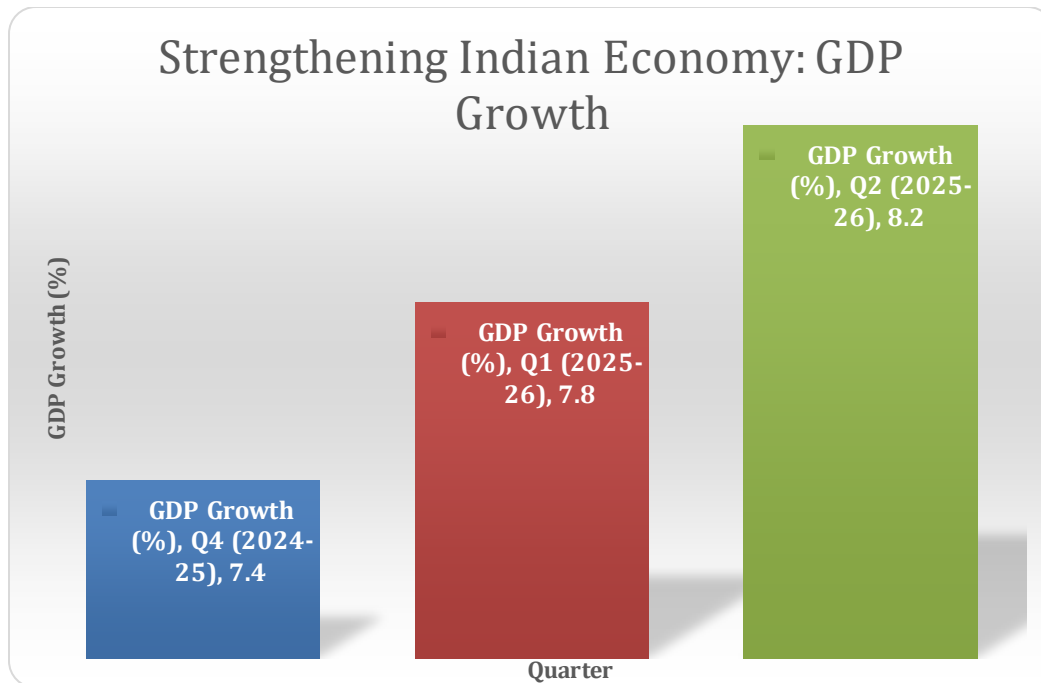


Fig 3: India's GDP growth in 2025

(Source: Pib.gov.in., 2025)

Similarly, the GDP per capita of India was above US\$2,800 in 2025, and private consumption accounts for almost 60% of GDP (Thom, 2026). This expands purchasing power for affordable chocolate product ranges. On the other hand, India's middle-class population will be 715 million by 2030 (ORF, 2026). It will generate a significant demand for packaged food and confectionery products. However, the price sensitivity of consumers is still high. This means Cadbury has a low-cost strategy, selling small packs of their products like ₹10 Dairy Milk and ₹10 Five-Star bars, which cater to urban and rural customers (Mishra *et al.* 2025). Compared with the United States, India's higher price sensitivity requires Cadbury to prioritise affordable packs for mass-market penetration, although this strategy may restrict premium product growth.

United States

In 2024, the GDP of the United States is estimated to be more than 30.76 trillion USD, making it the world's largest economy (Macrotrends, 2024). This supports premium chocolate demand through higher consumer incomes. The U.S. confectionery market is among the largest chocolate and confectionery markets, with \$54 billion of retail sales (NCA, 2025). It provides access to large, established premium chocolate market. However, the market is not very fast-growing because the industry is already mature and competitive. Consumers are increasingly opting for high-quality,

organic and healthier chocolate products. Therefore, Cadbury markets itself as a high-quality British chocolate company in the United States and emphasises differentiated products. Compared with India, the US offers higher purchasing power, while India provides stronger volume growth opportunities

Social

India

The social environment in India is favourable for Cadbury's growth due to the youth population and the gifting culture. The population in the country is around 1.46 billion in 2025, with almost 26% of the population belonging to the age group of 10-24 (PTI, 2025). The younger generation in India has grown its appetite for snacks and sweets, as the chocolate market size in India can touch the figure of 5.62 billion USD in 2034 (IMARC, 2025).

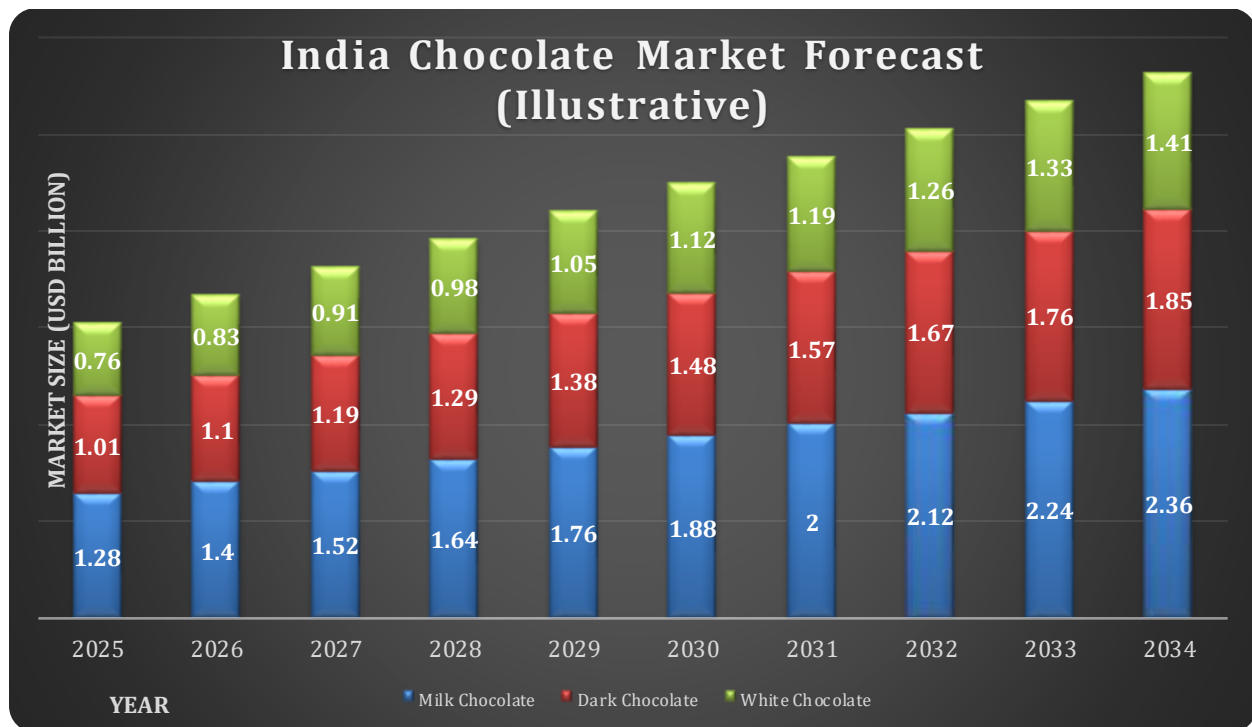


Fig 4: Growing chocolate market size in India

(Source: IMARC, 2025)

Besides, festivals like Diwali, Raksha Bandhan and Bhai Dooj have maintained the eating habits of chocolate, with chocolate now being preferred over traditional sweets as gifts. Urbanisation has also gained momentum, and about 37% of India's population is now residing in urban areas. Overall, with increasing modernisation, urbanisation and increasing disposable income, Indian consumers are now seeking high-quality products like Cadbury Silk and Cadbury Celebrations.

United States

In 2025, the U.S. population is estimated at approximately 341.89 million, making it a very diverse consumer base.

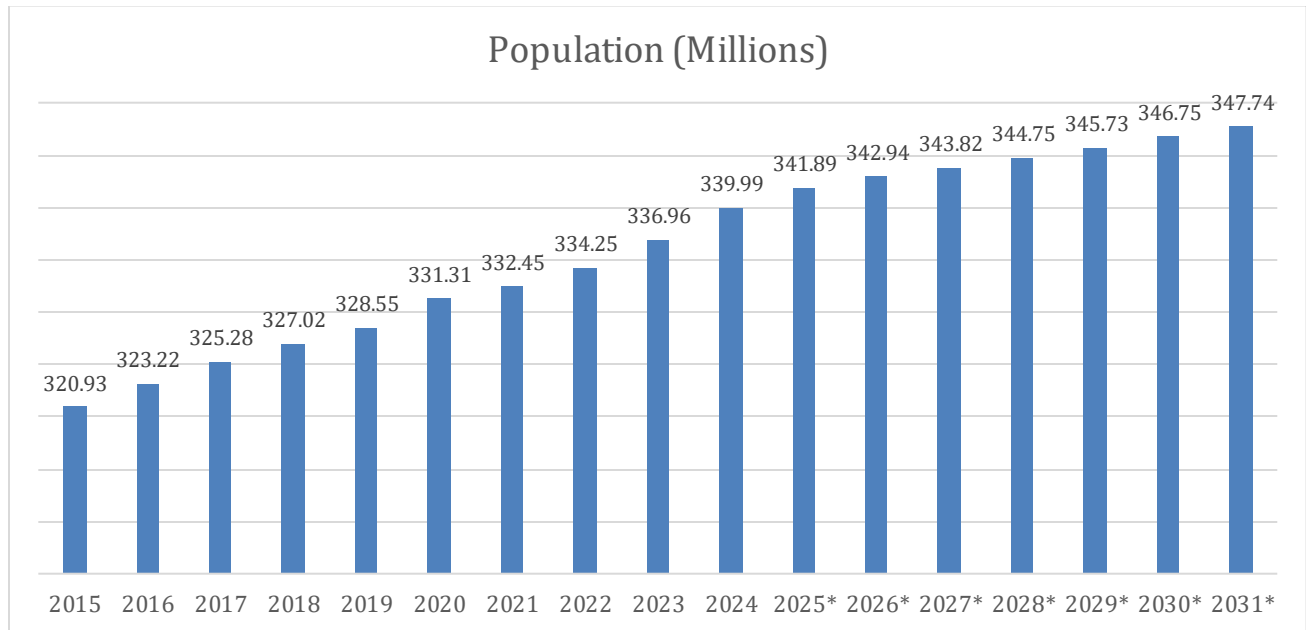


Fig 5: Population growth of the US

(Source: Statista, 2026)

Unlike in India, chocolate is consumed primarily for personal pleasure and convenience in the US. The average person in the USA eats about 9kg of chocolate each year (Brack *et al.* 2024). However, in India, one can consume about 1 kg of chocolate per year. It represents a very well-developed confectionery market in the U.S. In addition, a significant U.S. population resides in urban areas, where consumers have convenient access to both supermarkets and convenience stores. Compared with India, where chocolate is strongly linked to gifting and celebrations, US consumers purchase chocolate mainly for personal indulgence, requiring Cadbury to focus on premium and seasonal positioning rather than emotional family campaigns.

Technological

India

Rapid digital transformation and a high level of internet penetration in India have helped Cadbury to implement robust digital marketing strategies. In 2025, India had more than 970 million Internet users and more than 750 million smartphone users (India, 2026). This expands digital marketing reach and online consumer engagement. Furthermore, the e-commerce sector in India is

anticipated to reach a value of more than US\$200 billion by 2026, with key players like Amazon, Flipkart, Blinkit and Zepto (Privacyshield, 2025). For example, in India, more than 18 billion UPI transactions have been made in May 2025 alone (PIB, 2025). It has helped Cadbury to expand its e-commerce sales, create custom digital campaigns, and reach younger audiences on social media platforms like Instagram and Facebook.

United States

People in the United States have adopted the latest technologies rapidly in the last decade. 95% of the population in the US has internet access (Greiman *et al.* 2025). Artificial intelligence, big data analytics and customer relationship management (CRM) systems have revolutionised retail operations and personalised marketing. These integrated factors have helped Cadbury in personalised advertising, customer behaviour analysis with omnichannel retailing. Compared with India, the US has more advanced retail technologies, while India offers faster digital commerce growth.

Legal

India

The Indian food and confectionary market has to adhere to strict regulation provisions. FSSAI oversees food quality, packaging and disclosure and labelling requirements of ingredients (Pande *et al.*, 2025). With the competitive market size and the global market presence of Cadbury in India, compliance with these laws would be highly desired in maintaining consumer trust as well as avoiding legal litigation. Moreover, the Consumer Protection Act 2019 also provides protection to consumers against false advertisements and defective products. Besides, Legal Metrology Rules require companies to have the right information on the label about weight, price and dates to prevent expiry.

United States

The U.S. has one of the strictest laws governing food manufacturers. Food safety and ingredient disclosure, and the nutritional labelling requirements are regulated by the Food and Drug Administration (FDA) (Nugraha *et al.*, 2024). Conversely, the Food Safety Modernisation Act (FSMA) mandates businesses to assess and avert food safety losses all along their supply chain. Supply increased compliance will require Cadbury to spend more money but on the other hand, the regulations will result in quality and transparency and consumer confidence in its products in the American market. Also, the Federal Trade Commission (FTC) regulates advertising and

advertising claims. Compared with India, the US has stricter food safety laws, requiring greater compliance and quality assurance investments.

Environmental

India

The issue of the environment is gaining importance in India. The Government has pledged to become a net-zero carbon society by 2070, and has implemented policies to minimise plastic waste and encourage sustainable packaging. Consumers are increasingly environmentally aware, particularly younger urban consumers.

United States

Consumers in the United States are very environmentally aware. Consumers want products that are packaged in a sustainable way and contain ingredients that have been ethically sourced. There is also pressure on large businesses to cut their carbon footprint and make their supply chains more transparent. Compared with India, sustainability expectations are more established in the US, meaning environmental performance has a greater influence on consumer trust and competitive advantage.

1.2 Comparison of social factors in India and the United States

Consumer Behaviour

India

Family values, social traditions and affordability largely define the consumer purchasing behaviour in India. Consumers are extremely sensitive to price and are likely to prefer smaller and lower-cost chocolate packages, whereas festival gifts highly boost demand rates of premium products (Ravikumar *et al.*, 2022). Campaigns based on sharing and celebrations that Cadbury runs have been particularly successful (Chattopadhyay *et al.*, 2023). There is an openness to product innovations and new flavours as well.

United States

Consumer behaviour in the United States has been predetermined by personal preferences, convenience, and the quality of a product.

The influence of the family on purchasing decisions is less relevant, and consumers focus on health benefits, the best experience, and compatibility with their lifestyle (Baker *et al.*, 2022). The demand for low-calorie, organic, and speciality chocolates is expected to keep rising, and brands will have to provide full product information and guarantee quality.

Culture

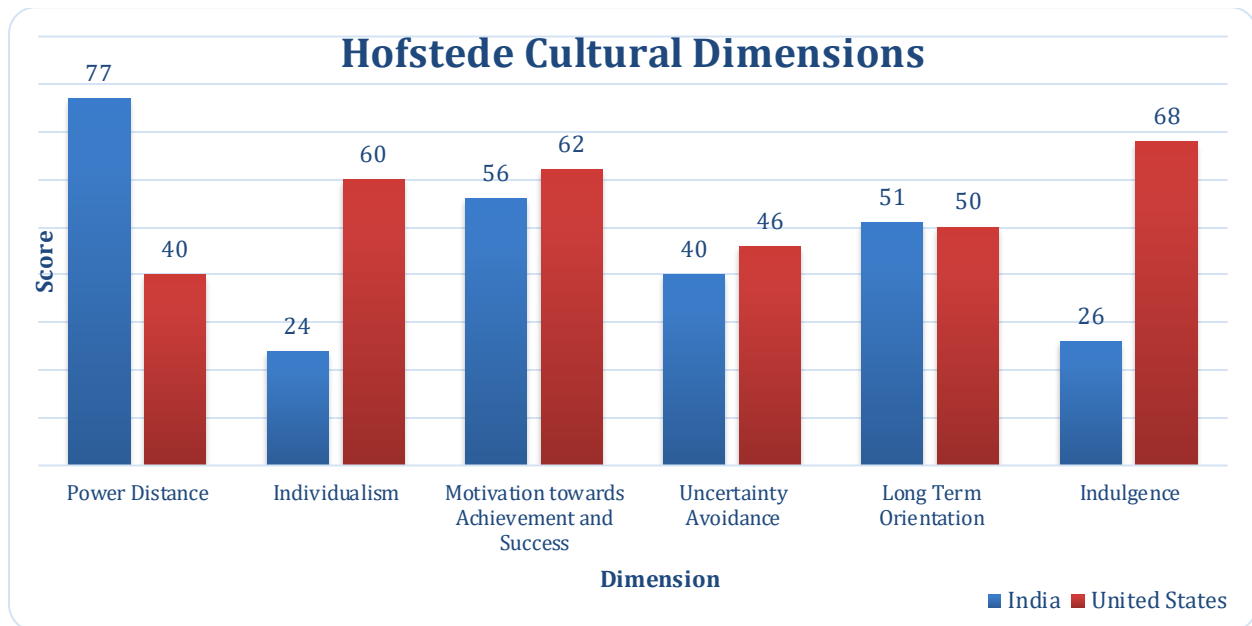


Fig 6: Hofstede comparison

(Source: The Culture Factor, 2026)

India

India is heavily hierarchical in terms of power distance (77) and moderately collectivist in terms of culture, with the consumer decision being heavily influenced by hierarchy, family relationships, and traditions (Sundararajan *et al.*, 2025). Masculinity at a high level promotes buying premium chocolate at the time of festivals and gifting events as a show of love and status. Moreover, India supports consumer inclination to the brands' continuing emotional affiliations (Kesgin *et al.*, 2022). Compared with the US, India's collectivist culture makes emotional and family-based advertising more effective, whereas US campaigns emphasise individual enjoyment.

United States

The United States possesses a lower power distance (40) and is one of the most individualistic regions (60). This is what causes consumption behaviours based on personal satisfaction, instead of collectivism (Baker *et al.*, 2022). However, achievement and success are still valued cultural elements, but consumers are more sensitive to seasonal activities. This is why it uses a more individualistic marketing strategy (Chattopadhyay *et al.*, 2023). Therefore, Cadbury positions chocolate as a personal indulgence rather than a shared family experience. In contrast, the United States demonstrates how individualism encourages marketing centred on personal enjoyment

1.3 STP (Segmentation, Targeting, and Positioning) in India

Segmentation

Cadbury has a multi-dimensional segmentation approach in India whereby it targets the population, area and behavioural aspects. In terms of the demographic market, the brand has focused more on children, teenagers, young and middle-income families with the Dairy Milk, Five Star and Perk products. 83% of consumers under the age of 28 consume confectionery items, thus making young consumers an important market target in India (Mintel, 2026). This Strengthens Cadbury's focus on younger consumer segments effectively.

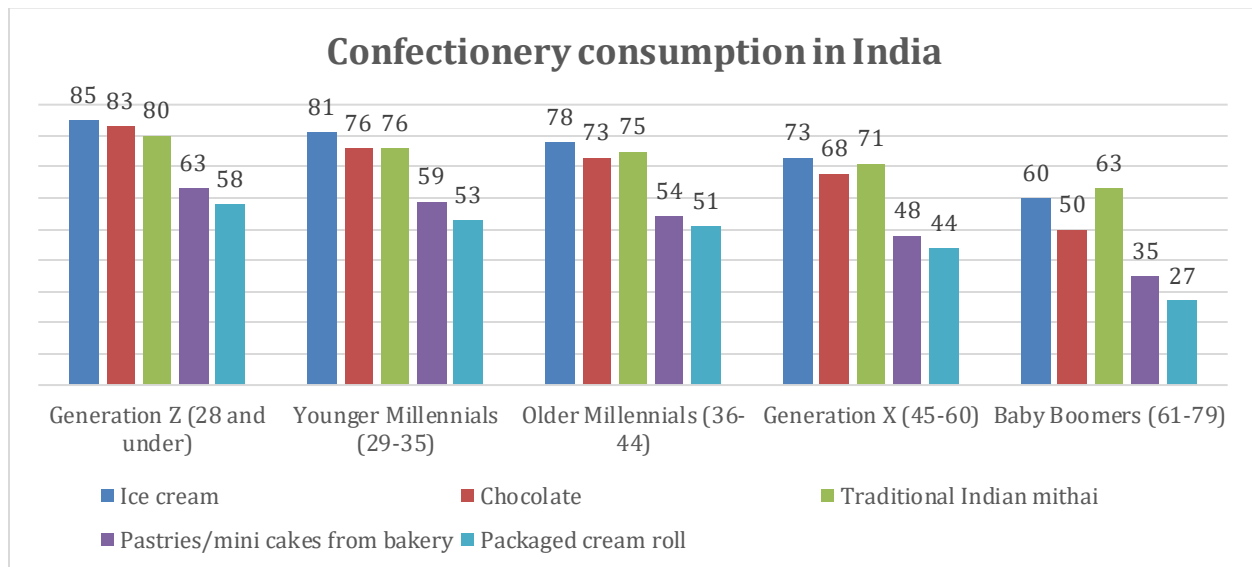


Fig 7: Confectionery consumption in India

(Source: Mintel, 2026)

Geographically, Cadbury deals with urban and rural populations by including low-end mini packs with prices of ₹10 to 20, enabling broader accessibility by the representatives of various income groups (Amazon, 2026). It expands market reach across diverse income groups nationwide. The company divides consumers behaviourally, where chocolates are promoted as an alternative to conventional sweets when celebrating such occasions as Diwali, Raksha Bandhan and weddings (Gupta *et al.*, 2024).

Targeting

Cadbury uses a differentiated target marketing approach whereby they target children, families and festival shoppers at the same time. Products are heavily marketed towards consumers who buy chocolates to gift in case of a festival like Cadbury Celebrations. Seasonal marketing is very

effective, as industry estimates show that festive sales account for a third of the annual demand for chocolate in India (Rastogi *et al.*, 2024).

Positioning

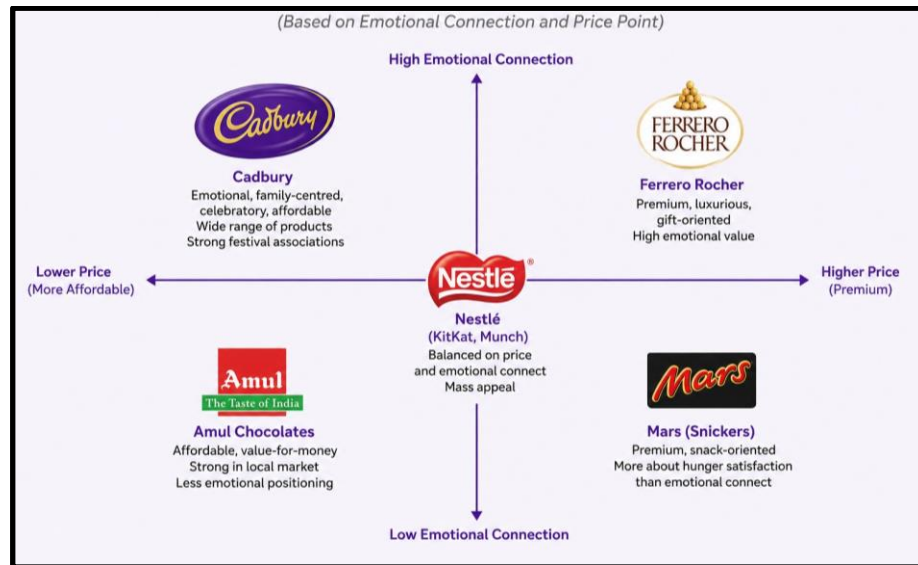


Fig 8: Positioning Map

(Source: Based on Secondary data)

Cadbury markets itself in India as an emotional, family-centred and celebratory brand of chocolate. Initiatives like Kuch Meetha Ho Jaaye and Shubh Aarambh were able to give chocolates a new image of being perceived as the source of happiness, friendship and blessings and not as mere confectionery goods. Cadbury competes primarily with Nestlé, Ferrero, Mars, and Amul chocolates, but differentiates itself through its strong emotional branding, festival associations and affordable product range. Compared with the US premium positioning, Cadbury's Indian positioning focuses on affordability and emotional value to maximise market penetration across income groups.

1.4 STP (Segmentation, Targeting, and Positioning) in the United States

Segmentation

Cadbury in the USA adheres to a more lifestyle-driven segmentation strategy, which relies on consumer tastes with high-paying products and health awareness. The company would divide customers into everyday chocolate consumers, high-end chocolate shoppers, seasonal and health conscious who want to consume high-quality confectionery (Singh and Shukla, 2024).

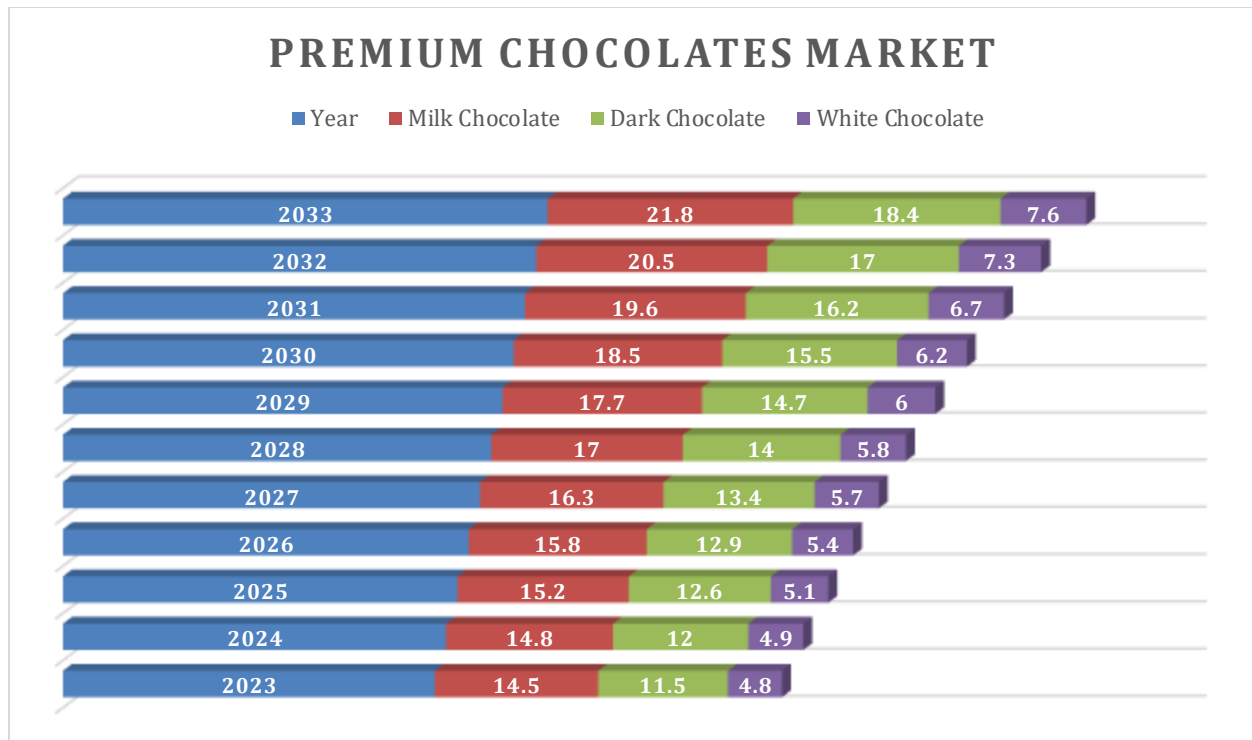


Fig 9: Premium chocolates market

(Source: Grand View Research, 2026)

Moreover, the premium chocolate category represents a greater proportion of total chocolate sales by 4.9% (Grand View Research, 2026). Purchasing occasions are also used to categorise consumers, with Halloween and Easter being the best seasonal markets for the brand (Hartung *et al.*, 2026).

Targeting

Cadbury aims at consumers who want to experience high-quality chocolates, such as snack users, young professionals and families that buy chocolates to celebrate the seasons. Products like Cadbury Creme Egg, which are highly advertised during Easter and Halloween. 80% of American consumers buy confectionery to celebrate significant seasonal occasions, and therefore, marketing on the basis of the holidays is very efficient (NACS, 2021). Digital online marketing and retailing alliances with leading chains, like Walmart, are two other ways the company extends its market reach (Buchdadi, 2024).

Positioning



Fig 10: Positioning Map

(Source: Based on secondary data)

In the USA, Cadbury is positioning itself as an upscale, traditional, British chocolate brand with indulgent and seasonal product offerings. Cadbury competes with established confectionery brands such as Hershey's, Mars, Reese's and Lindt, positioning itself as an authentic British chocolate brand offering premium, seasonal and limited-edition products that stand out in the highly competitive US chocolate market. The differentiation approach focuses on product distinctiveness and excellent quality and generates spur-of-the-moment buying in times (Moss and Badenoch, 2024). Unlike India, differentiation in the US depends on premium quality and British heritage rather than affordability, reflecting higher purchasing power and a mature market.

The STP strategy in India by Cadbury aims at penetrating a wide market at a low price, emotional branding, and positioning to the festival positions, and reaching consumers of various income levels. However United States strategy, conversely, focuses on high quality, tradition, and premium seasonal pleasure, aimed at affluent customers to enjoy unique and high-quality chocolate experiences.

1.5 International Marketing Mix (7Ps) in India

Product

Cadbury's product strategy in India is largely localised, with its range of products being differentiated as mass-market products, such as Dairy Milk and Five Star, to premium products,

such as Silk and Bournville. The company often releases regional versions and special gift boxes for the major festivals in India to connect with the Indian lifestyle.

Price

Indians are very price-conscious, and hence the price strategy adopted is competitive and penetration pricing. Small packs with ₹5, ₹10, and ₹20 rates make it more affordable and help in achieving mass market entry (Times Now, 2025). The success of this strategy demonstrates that local manufacturing was not only a cost-reduction decision but also a strategic capability.

Place

Being an Indian distributor, Cadbury's distribution system is a blend of heavy market penetration and digital commerce channels. Additionally, Cadbury has adopted quick-commerce platforms that offer fast delivery as well as a prominent presence in key e-commerce platforms to ensure seamless access to products in both urban and rural settings. This integrated distribution strategy enhances Cadbury's market reach, improves customer convenience, strengthens brand visibility, and increases sales by meeting evolving consumer purchasing preferences.

Promotion

India has more than 6 crore retail stores, which gives a high availability of products (IBEF, 2026). Emotional advertising as well as festivals are emphasised in the promotion strategy. Bollywood celebrities and cricket sponsorships bring greater brand visibility. Cadbury's "Kuch Meetha Ho Jaaye" campaign was able to effectively connect the dots between chocolate and celebration (Gupta *et al.*, 2024). This promotional approach strengthens emotional brand loyalty, increases consumer engagement, and drives higher sales by aligning Cadbury products with India's cultural traditions and celebrations.

People

Cadbury's people strategy in India centres on developing robust multi-level stakeholder connections to serve Cadbury's wide retail footprint (Rahulmalodia, 2025). The brand has an extensive focus on specialised sales staff and field representatives training to ensure optimal market execution. It has established collaborative partnerships so that the product placement is always consistent.

Process

Cadbury's process approach in India is focused on producing in high volume with the efficiency of the process and using specialised temperature-controlled logistics. Optimised supply chain

protocols and automated inventory monitoring help the brand keep products fresh (Sallam *et al.*, 2023). A strong quality control system guarantees adherence to the national food safety requirements in all distribution channels.

Physical evidence

Cadbury's iconic deep purple brand colours give the physical evidence strategy in India premium quality and emotional warmth at every touchpoint. Enhanced with colourful, structurally supported festive gift boxes and temperature-controlled retail display stands, this enhances product integrity and high visibility.

1.6 International Marketing Mix (7Ps) in the United States

Product

Cadbury's product strategy in the United States is exclusively premium indulgence and highly specialised seasonal products under the management of The Hershey Company, under license. It includes the traditional spring confections, Cadbury Creme Eggs, Cadbury Mini Eggs and the speciality chocolate blocks, Caramello and Royal Dark.

Price

Cadbury adopts a premium pricing approach and value pricing in the United States instead of mass market penetration. Products are priced at higher levels than those of standard brands of chocolate from their native countries, because they are imported, high-quality, and a kind of "alternative" or special treat, depending on the season, and are therefore unique (Aime, 2026). The pricing strategy helps to strengthen Cadbury's premium brand image, increases the perceived product quality, appeals to niche consumers and helps to achieve higher profit margin in the competitive U.S. market.

Place

Supermarkets, convenience stores, online retailers and large retailers like Walmart and Target are all part of the placement strategy. E-commerce sales are also a significant part of the growth over the past few years.

Promotion

Marketing promotion efforts are digital campaigns, seasonal campaigns, and social media engagement in the U.S. There is a specific Easter campaign, which is very successful for Cadbury Creme Egg.

People

Celebrities have less influence in India than in the West, and digital marketing and influencer marketing are more common. Customer service and retail partnerships are the focus of the people strategy.

Process

Its process strategy in the U.S. is subject to stringent FDA food safety compliance standards and automated tracking in the supply chain (FDA, 2024). Operated by Hershey's logistics system, the manufacturing and distribution processes use highly automated inventory management systems to ensure timely distribution and consistent product freshness.

Physical evidence

Cadbury's physical presence in the United States centres on clean and high-quality packaging, while the seasonal retail presence drives high-end customers. The unique purple branding provides instant recognition on the shelf to strengthen the brand's premium quality in key supermarket departments.

The 7Ps strategy implemented by Cadbury in India focuses on localisation, low pricing, massive distribution system and promotional activities that focus on emotions. By contrast, the United States strategy revolves around high product quality, higher pricing, seasonal marketing, and effective retail relationships.

1.7 Company's adaptation considering cultural and economic factors

Cadbury has also changed its marketing and product strategies to be in line with the cultural and economic realities of India and the USA. The company focuses on maintaining affordability in India with small-value packs and culturally-specific campaigns that help to align chocolates with festivals, family events and gift-giving cultures.

The prices of the products are set in such a way as to attract middle-income customers while meeting the local preferences (Nordhagen and Demmler, 2023). Conversely, in the USA, Cadbury concentrates on a premium position and advertises seasonal products such as Cadbury Creme Eggs during Halloween and Easter.

1.8 Analysis of Cadbury's Market Entry Strategy in India

In 1948, Cadbury started its operations in India and was known as Cadbury India until its acquisition by Mondelez India in 2014 (CNBC TV18, 2023). India was thought to be a competitive market due to its huge population, growing middle income, growing disposable income and fast

urbanisation. During the entry, the level of intake of chocolate was quite low since sweets were mainly traditional sweets.

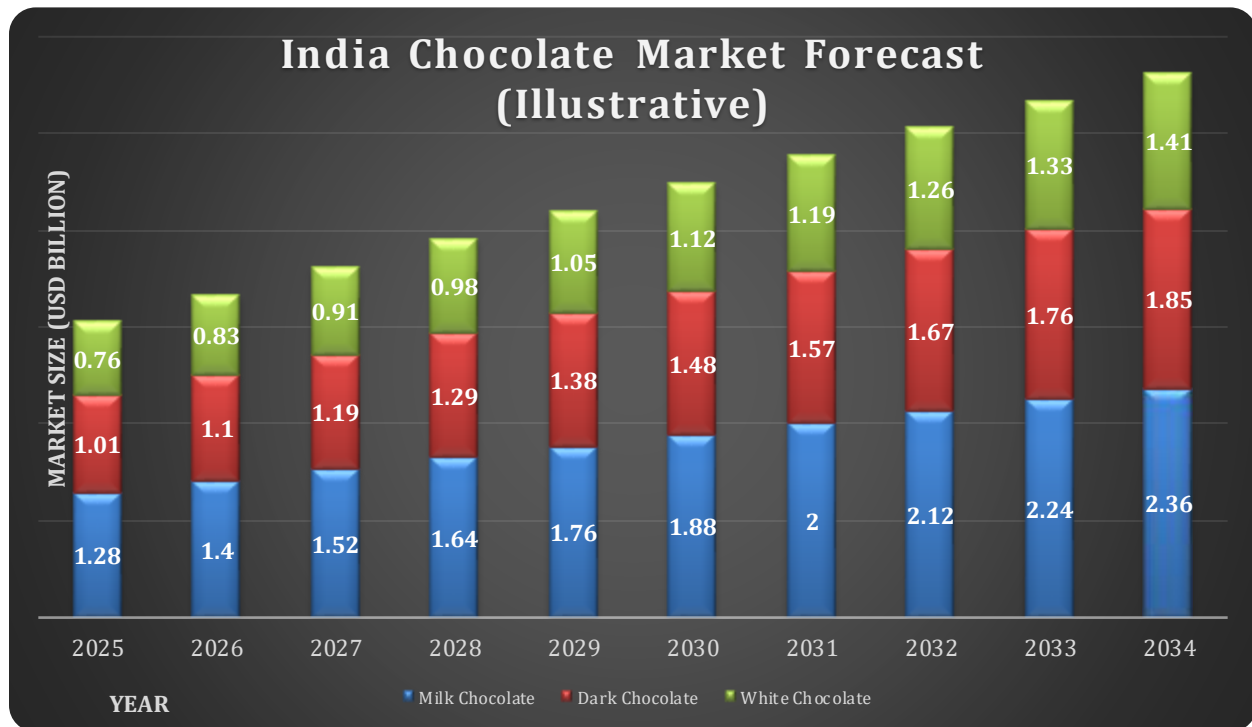


Fig 11: India Chocolate Market growth

(Source: IMARC, 2025)

It used a wholly owned subsidiary strategy where the company was able to take full control of manufacturing, marketing, quality management and distribution (Nagvanshi, 2024). Local manufacturing plants lowered the cost of imports and allowed Cadbury to tailor products to the standards of Indian taste and sensitivity to prices (Vieira, 2025).

The wholly owned subsidiary gave Cadbury full control over production and branding. Unlike exporting or licensing, it enabled product adaptation and quality control, consistent with Dunning's **OLI framework** despite requiring higher investment. Aligned with Dunning's OLI framework, Cadbury leveraged ownership advantages through its strong brand and technology, location advantages from India's large and expanding chocolate market, and internalisation advantages by retaining full control over production, quality, and culturally adapted marketing. The Indian chocolate market is estimated to be \$3.05 billion, which is projected to increase to \$5.62 billion with a CAGR of 7.01% in 2034 (IMARC, 2025).

1.9 Brand's directional development strategy in India

Cadbury ought to still focus on market penetration and product development approach in India through consolidation in urban and rural markets. Healthier products, such as cut sugar and high-quality chocolates, can be added to the company to suit the evolving consumer demands (Tuigunov *et al.*, 2025). Customer engagement can be enhanced further by reaching out to customers through more investment in digital marketing, online retail and customised festive campaigns (Odeyemi *et al.*, 2023).

1.10 Ethical issues related to this brand's marketing mix in India

The Cadbury Dairy Milk chocolates were marred by the worm contamination scandal in 2003, which was one of the biggest ethical challenges faced by Cadbury in India (Aujla, 2022). The incident also cast doubts on the product's responsibility, the quality of packaging and consumer confidence. Moreover, Cadbury has been accused of pushing sweetened goods on children in a time when obesity and the prevalence of diabetes are in the spotlight (Klitzman and Greenberg, 2024). The company responded by rolling out metallic packaging and Project Vishwas to enhance practices of retailers (Naithani *et al.*, 2024). The response restored consumer confidence, but Cadbury must continue improving responsible marketing and ethical cocoa sourcing because failure to do so could damage long-term trust and brand reputation.

1.11 Way this company should go forward with their international marketing strategies

Cadbury needs to maintain a globally consistent brand and localise its products, pricing and promotional plans to local consumer preferences of the consumers. This is because consumer behaviour varies greatly across markets, and a cheaper product would be required in price-sensitive markets like India and products of superior quality in mature markets like the United States. The firm will need to do this through increasing the level of healthy products, packaging them in environmentally friendly containers, and sourcing cocoa in a socially responsible way to suit the evolving customer demands (Pokharel *et al.*, 2023). Cadbury also needs to intensify digital marketing, influencers and engagement with large retailers to enhance market penetration and customer interactions as well.

Section 2

Section 2: Reflective Account Using Gibbs Reflective Cycle

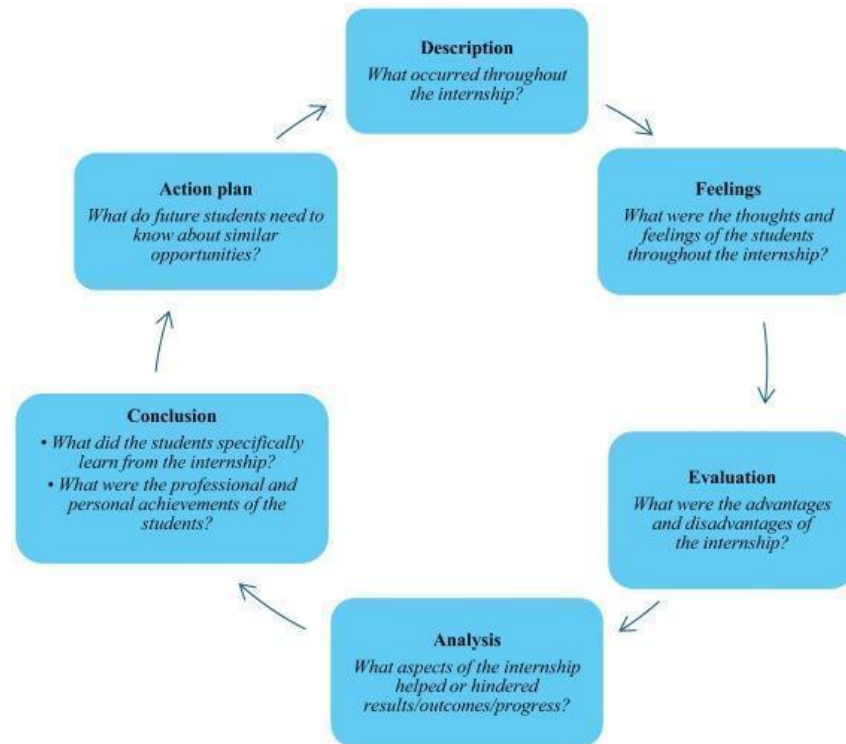


Fig 12: Gibbs Reflective Cycle

(Source: Ocampo *et al.*, 2025)

Description

The focus of this assignment was Cadbury's international marketing strategies as compared to the operations in India and the United States. I was asked to apply other frameworks, such as PESTEL, Hofstede's cultural dimensions, STP and the 7Ps marketing mix in the report. I also analysed Cadbury's strategy of entering into India market and discussed some ethical issues, along with recommendations for future strategy. To complete the report, I collected information from academic journals, industry reports, IMF data, Statista, company reports and reliable websites. I collected up-to-date data on GDP growth and population, internet users, the size of the confectionery market and consumer behaviour in both countries. Once I gathered the information, I broke the report up into sections and correlated the theories and how they applied to Cadbury's actual practices.

Feelings

I was initially confused at the start of this assignment, as there were numerous frameworks and a significant amount of information to analyse. I was also concerned with the availability of up-to-date and factual information, as it was a requirement of the assignment to be based on evidence and not merely general discussion. At first, it was hard to compare India and the US because there are significant differences in both countries with respect to their culture, income and consumer behaviour. But as I continued my research, I became more interested in the subject. I had a great time finding out how Cadbury adapts their products, prices and promotions to local markets. Examples of this are the Cadbury campaigns in Indian festivals like Kuch Meetha Ho Jaaye and Cadbury being a British premium chocolate brand in the U.S. market (Aujla, 2022). I now feel more confident and satisfied as I have gained more understanding about international marketing strategies and have been able to complete the assignment.

Evaluation

This assignment was something that helped me put theory into practice in a company, and one of the best parts of this was the fact that I was able to use theory in the real world of a company. The PESTEL framework helped me to grasp the effect of economic growth, regulations and technology on Cadbury's business decisions in various countries. Using Hofstede's model was very useful in finding out how culture influences consumers' behaviour and marketing strategies (Rusdian *et al.*, 2024). The other good thing was that I had the current statistics and industry data, making my arguments more credible and grounded. But there were some things I had to deal with as well. Data for Cadbury's business from the various countries was hard to obtain due to the fact that multinationals do not provide all the market data publicly. I also noticed that some of the first draft was too descriptive and had a lack of critical evaluation. At times, I did not emphasise the importance of the numbers for Cadbury's marketing decisions as much as I did the numbers themselves. It demonstrated to me that academic writing must be both informative and analytical.

Analysis

This assignment was helpful to my understanding of International marketing to a great extent. It made me realise that marketing varies from country to country because each country's market has different needs and preferences concerning culture, economics, and markets. This report helped me understand the marketing opportunity to sell affordable chocolates and festive gift packs due to the presence of the youth population, growing middle class and strong gift-giving culture in India. However, the purchasing power in the U.S. is high, and the level of awareness about health

is high, leading Cadbury to invest in premium and differentiated products. I also knew the significance of external environmental factors. The relationship of politics, food safety regulations and technology developments is directly affecting business operations and marketing decisions (Kolaj *et al.*, 2023). Moreover, I realised that consumer behaviour and culture are key factors. This comparison between India and the United States gave me a better perspective on how multinational companies manage brand uniformity while ensuring they cater to local requirements. This learning experience enhanced my research, analytical and critical thinking abilities.

Conclusion

This report has shown that while Cadbury is a brand name known worldwide, there is a significant difference between international marketing in India and the US due to the differences in their economy, culture and consumer behaviour. India offers good growth potential as it has a large young population, a growing middle class, and that has a focus on festival-driven consumption, while the United States has high purchasing power and a demand for premium and healthier confectionery products. Similarly, Cadbury tailors its STP and 7Ps strategy based on local market requirements, such as producing low-cost products and carrying out emotional and festival-based promotions in India and premium positioning and product differentiation in the United States. The report also emphasised the significance of market entry strategies, ethical business practices and the need to be agile and adaptable to evolving consumer needs. Hence, maintaining global brand consistency while responding to local needs is vital for Cadbury's future in international markets and sustainable growth.

Action Plan

In future course assignments, I will do my best to be more organised and, better yet, think more clearly. I'm going to start my research work earlier and develop a very clear timetable for my work, for collecting data, analysing data, and then writing each part of the report. Secondly, I will further use more varied academic journals, industry reports, and company publications to seek out more reliable and company-specific data. Additionally, I would like to enhance my critical thinking by going beyond description and making it clearer what the meanings and implications of my findings are. In addition, I will improve my academic writing with better linkages between theories and examples of practices within business. Lastly, I will practice and develop my method of Harvard referencing style further to increase the accuracy, coherence and professionalism of my assignments.

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