

A

**PROJECT REPORT**

ON

**“Branding and Marketing Strategy of Cadbury in Nagpur.”**

Affiliated To

**Rashtrasant Tukadoji Maharaj Nagpur University,**

**Nagpur.**

For the award of the degree of

**Bachelor of Business Administration.**

Submitted by

**Zamzam Sheikh**

Under the guidance of

**Dr. Geeta Naidu.**

**G. S College of Commerce and Economics, Nagpur.**

**NAAR RE-ACCREDITED "A" Grade Autonomous Institution.**



**Academic year 2020-2021**

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**Academic year 2019-2020**

**CERTIFICATE**

This is to certify that **Ku. Zamzam Sheikh** has submitted the project report "**Branding and Marketing Strategy of Cadbury in Nagpur**", towards

partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University. It is further certified that she has ingeniously completed her project.

**DR. Geeta Naidu**  
**(Project guide)**

**DR. Geeta Naidu**  
**(Co-Ordinator)**

**Place: Nagpur**

**Date: 03-07-2021**

**G. S College of Commerce and Economics, Nagpur.**

**NAAR RE-ACCREDITED "A" Grade Autonomous Institution.**



**Academic year 2020-2021**

**DECLARATION**

I here-by declare that the project with title “**Branding and Marketing Strategy of Cadbury in Nagpur**”, has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not submitted for any other examination and does not form the part of any other course undertaken by me.

**Place: Nagpur**

**Ku. Zamzam Sheikh**

**Date: 03-07-2021**

**G. S College of Commerce and Economics, Nagpur.**

**NAAR RE-ACCREDITED " A " Grade Autonomous Institution.**



**Academic year 2020-2021**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N. Y. Khandait, Principal, G. S. College of Commerce and Economics, Nagpur.

I am extremely thankful to my project guide Dr. Geeta Naidu for the guideline throughout the project. I tender my sincere regards to coordinator, Dr. Geeta Naidu, for giving me outstanding guidance, enthusiastic suggestion and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-teaching staff of the college for their co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Place: Nagpur.**

**Ku. Zamzam Sheikh**

**Date: 03-07-2021**

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Cadbury



# **INTRODUCTION**

- Started in 1824
- By John Cadbury
- In Birmingham England
- Headquarters: UK
- By 1824, John was selling 11 kind of cocoa and 16 kind of drinking chocolates.
- By 1864, George and Richard sons of John continued to expand the product line.
- Cadbury manufactured it's milk chocolate in 1897.
- 1920's The Cadbury script logo is first used.
- Today Cadbury is the largest confectionery company in the world.
- The company was known as Cadbury Schweppes plc form 1969-2008 until it's demerge.
- On January 2010, it was announced that Cadbury and Kraft foods had reached a deal and that Kraft would purchase Cadbury at 11.5 bn.

## **Company overview**

### **History ( Cadbury )**

Cadbury was founded almost 200 years ago. In 1824, JOHN CADBURY opened a grocer's shop at 93 bull street Birmingham. Among other things he sold cocoa and drinking chocolate which he prepared himself using a pestile and mortar.

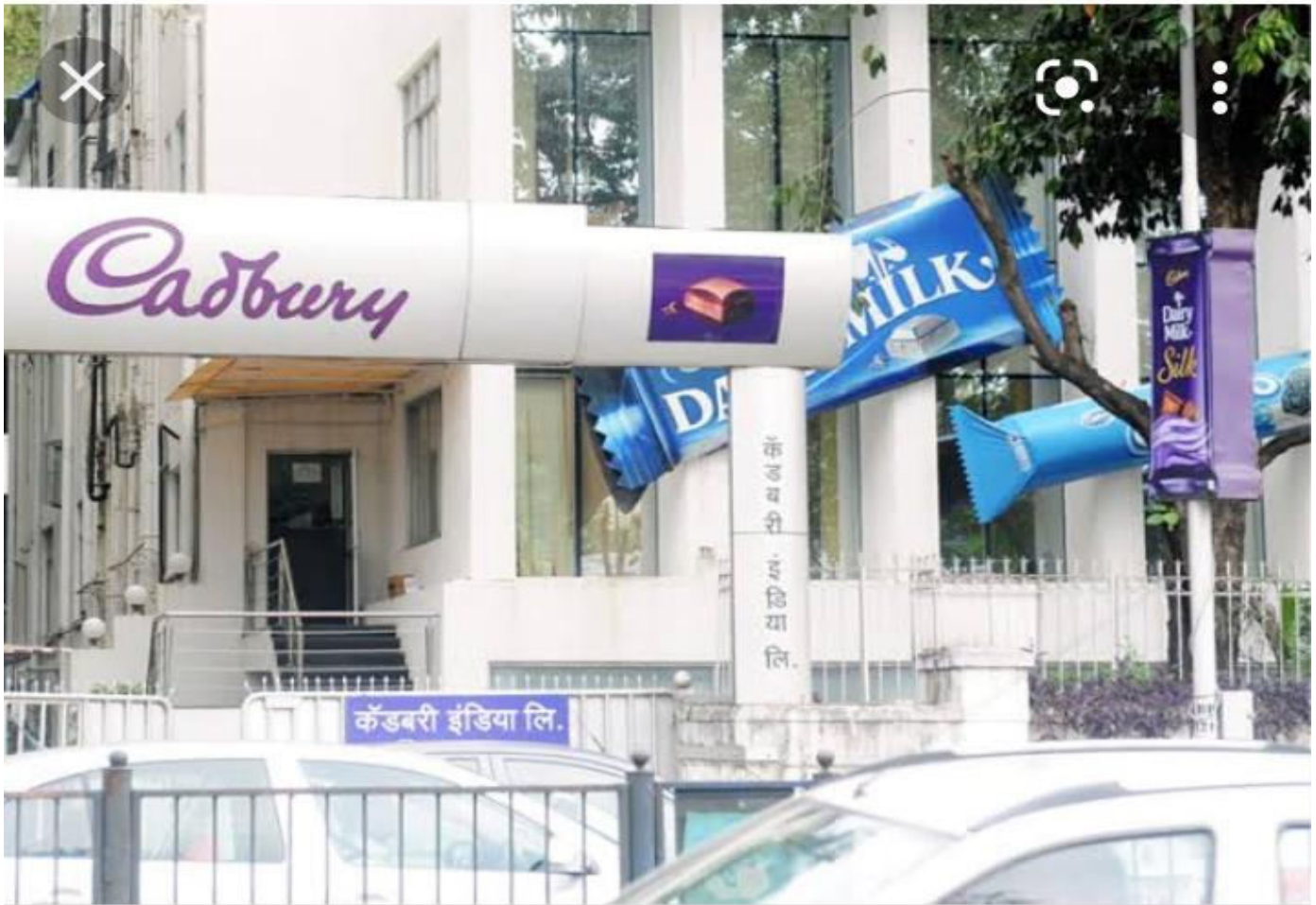
1842, John Cadbury selling no less than 16 varieties of drinking chocolate and 11 different cocoa's the earliest preserved price list shows that too could buy drinking chocolate in the form of both pressed cake and power.

In 1895, George decided not to go for tunnel-backs because it limited the amount of light in the houses. Instead he chose rectangular cottages, each one with a large garden. In 1895, 143 cottages were built on the land he had bought privately, a total of 140 acres.

The Cadbury script logo based on the signature of William Cadbury, appeared first on the transport fleet in 1921, it was quite fussy to start with and has been simplified over the years. It was not until 1953 that it was used across major brands.

## **History of Cadbury in INDIA**

Cadbury began its operations in 1948 by importing chocolate sand the re-packing them distributing in the Indian market. After 63 years, it is having five companies at THANE ( Pune ), Malanpur ( Gwalior ), Bangalore, Baddi ( Himachal Pradesh ) and four sales offices in ( NEW DELHI, MUMBAI, KOLKATA AND CHENNAI ). The corporate office is in Mumbai.



## HEADQUARTER of CADBURY ( MUMBAI )

Adress	Cadbury House, 19, Bhulabai Desai Road
District	Mumbai
State	Maharashtra
Pin Code	400026
Tel No.	022- 40073100
Fax No.	022 - 23521698
Email: parveen.vasaigara@csplc.com	Internet: <a href="http://www.cadburyindia.com">http://www.cadburyindia.com</a>

The company's main purpose is "Working together to create brands people love" capture the spirit of what we are trying to achieve as a business. We collaborate and work as team to convert products into brand.

Simply, **"we spread happiness"!**

Currently Cadbury India operates in three sectors viz. Chocolate Confectionery, Milk Food Drinks and in the Candy category.

## **Justification**

The title has been chosen because this project explains the reactions and preferences of Indian youths towards the Cadbury's what are the attractive factors of the Cadbury's and how they lure the Indian youths is studied here.

The itself is sweet without being sickly. It's creamy but not so much that you can't taste the chocolate. It's filling but simultaneously moorish.

Cadbury has always tried to keep strong association with milk, with slogans such as "a glass and a half of full milk in every half pound" and advertisement that feature a glass of milk pouring out and forming the bar.

A particular product in the Dairy Milk line is made with exclusively milk chocolate. In 2015, Dairy Milk was ranked the best selling chocolate bar in UK.

Cadbury's chocolate tastes like chocolate, "whereas Hershey's chocolate tastes like wax.

## **CONSUMER PREFERENCE**

All marketing starts with the consumer. So consumer is a very important person in a market. Consumer decides what to purchase, from whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking and disliking of the customers. He must also know the time and quantity of the goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the liking of the consumers. Gone are the days when the concept of the market was let the buyer beware or when the market was mainly the seller's market. Now the whole concept of consumer's sovereignty prevails. The manufacturers produce and the sellers sell whatever the consumer likes. In this sense, "consumer is the supreme in the market".

As consumers, we play very vital role in the health of the economy local, national or international. The decision we make concerning our consumption behaviour affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failures of others. Thus marketers must understand this.

**Preference** ( or "taste" ) is a concept, used in a social sciences, particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of the rank ordering of these alternatives, based on satisfaction, happiness, gratification, enjoyment,

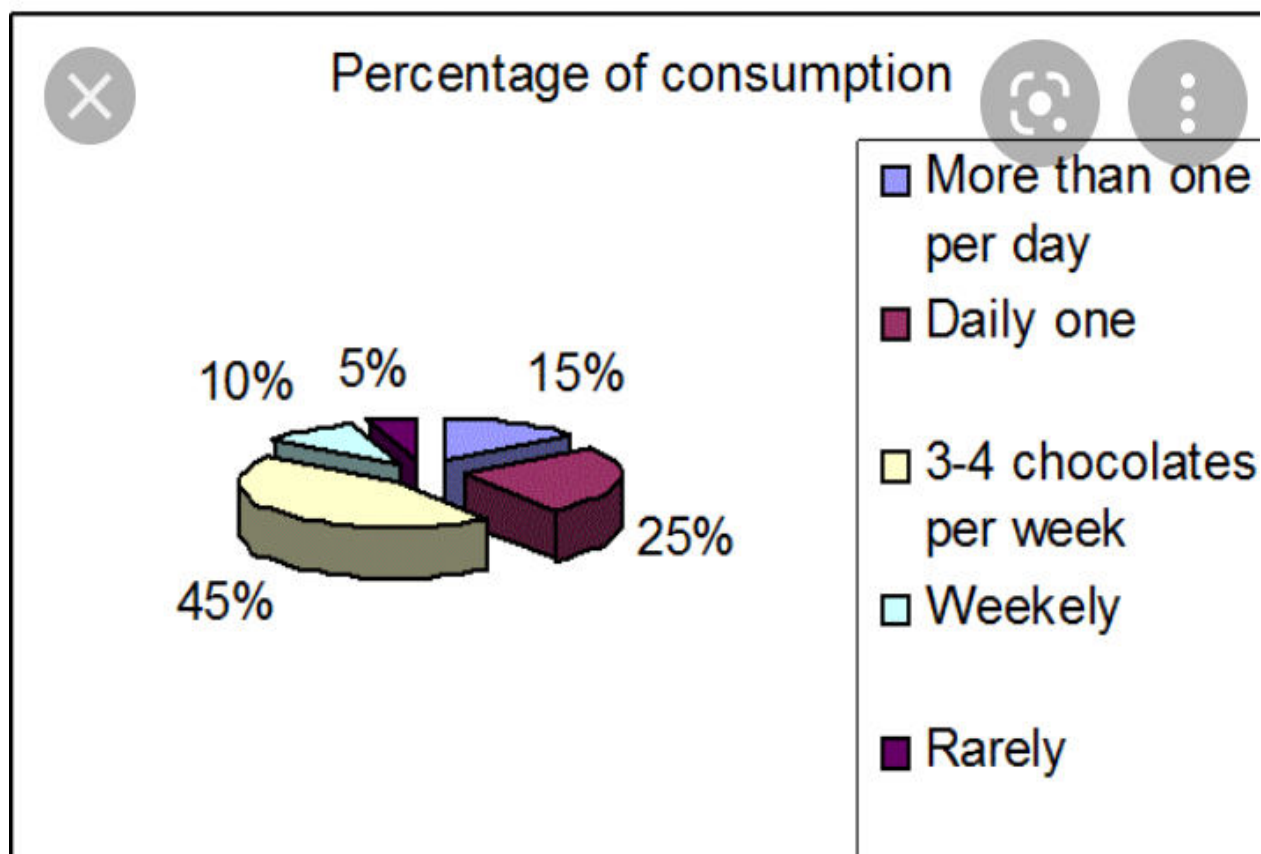
utility they provide. More generally it can be seen as a source of motivation. In cognitive sciences, individual preferences choice of objectives/goals.

The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use. So the success of any company or product promotion it is very necessary to depart it's concentration towards consumer preference.

## ABOUT CHOCOLATE

### CONSUMPTION OF CHOCOLATE IN INDIA:

Chocolate consumption in India is extremely low. Per capita consumption is around 160 gms in the urban areas, compared to 8-10 kg in the developed countries. In rural areas, it is even lower. Chocolate in India are consumed as a indulgence and not as a snack food. A strong volume growth was witness in the early 90's when Cadbury repositioned chocolates from children to adult consumption. The biggest opportunity is likely to stem from increasing the consumer base. Leading players like Cadbury have been attempting to do this by value for money offerings, which are affordable to the masses.



## **CONSUMPTION OF CHOCOLATE IN WORLD:**

Chocolate consumption in world is very high.

The top 10 chocolate consuming countries in world, based on per capita consumption, are:

Switzerland 8.98 kg

Germany 7.89 kg

Ireland 7.39 kg

United Kingdom 7.39 kg

Norway 6.62 kg

Sweden 5.39 kg

Australia 4.89 kg

Netherlands 4.71 kg

United states 4.30 kg

France 4.21 kg

## POUNDS OF CHOCOLATE CONSUMED PER CAPITA EACH YEAR



## FACT FIGURES ABOUT THE CADBURY

### Global market of chocolates:

- Cadbury is the second largest candy and chocolate company in the world, employing 70,000 people in 50 countries.
- Cadbury has the No. 1 and No. 2 positions in more than 20 of the world's 50 biggest confectionery markets.
- Cadbury operates in more than 60 countries and employs more than 46,000 people.

### Indian market of chocolate:

- Chocolate market is estimated to be around 1500 crore growing at 18-20% per annum.
- Cadbury is the market leader with 72% market share.



- The per capita consumption of chocolate in India is 300 grams compared with 1.9 kilograms in developed markets such as the United Kingdom.

## **BRANDING STRATEGY OF CADBURY**

Brand elements are those trademark able devices that identify and differentiate the brand. Most strong brand employs multiple brand elements. Like Cadbury Dairy Milk has the distinctive "**any time crunchy, all time fresh**".

**There are certain type of brand element listed below:**

- ❖ **Brand name**
- ❖ **Slogan**
- ❖ **Characters**
- ❖ **Logo**
- ❖ **Symbol**

Dairy Milk has been meticulously built around the world by Cadbury. It has been able to sustain a strong position in the market. There are many branding elements which have resulted into consistent result of its success. In India and across the world, the only chocolate wrapped in Purple with the logo of Cadbury written on it. Colour of all other products of Cadbury like Gems which is so colourful. Packaging which introduced slight of milk splash shows the relation of milk with Cadbury. Insignia Logo which comes on the packaging in bold vintage Dairy font in white which also shows the relation of milk with the product. Logo not only the above three, But there are many more brand elements due to which the consistent Branding of Dairy Milk is so popular. It's different Advertisements, it's puch lines etc.... It has always kept a strong association with Milk, with slogan such as "a glass and half of full cream milk in every half pound". And also advertisement which featured a glass of milk pouring out and forming the Dairy Milk bar. Also the ad campaigns are also the important element of Dairy Milk. It made chocolate an eating habit among the consumers, especially the adults. But Dairy Milk change this belief. Also they changed the trend of Sweets ( Mithai ) during the occasion like Diwali, New Year etc.... Dairy Milk brought a new trend whether any occasion, Dairy Milk is best for all. It also gave some famous dialogues from the ads which people remember always. They were also the core brand elements. Let us see them below: The Real Taste of Life- A girl dancing on Cricket Field.

- Khane walo ko Khane ka Bahana Chahiye



- Kuch Meetha Ho Jaye
- Pappu Paas Ho Gaya
- Aaj Pehli Tareekh Hai
- Shubh Aarambh



All these above dialogues were forming the very famous and popular ads of Dairy Milk. By this ad they wanted to convey to the people that for eating Dairy Milk, they do not have to wait for any occasion. They can just have it. Whether they are happy or sad, But Dairy Milk can be taken in any of the mood.

## **BRANDMANTRA OF CADBURY:**

Dairy Milk also enjoys a great- Brand Recall value when comes to chocolate with Milk. Dairy Milk has huge command over- its distributing network spanning across India. Certain segment feel that price of innovation with crafted Dairy Milk is high and compared to communication campaign that Amul Milk chocolate is preferred. It offers quality product with Dairy Milk is somewhat lacking in established a clear and consistent other emerging

markets. It has Brand Image over the years. Strong command over its brand image in India and Europe But other places it is lacking. Dairy has been able to the recent acquisition of the Cadbury which is globally established by the Kraft Foods may result in brand name for its somewhat negative effect on the manufacturing competency and brand.

## PROMOTIONAL PROGRAMS OF CADBURY

Campaign	Target	Shift over the years	Promo Mechanism
Real Taste of Life	Child in adult	From just for kids to the kid in every adult	TVC, Print, Hoardings
Khane walo ko khane ka bahana chahiye	Wider masses	Appeal to a wider mass based on age, gender, etc.	TVC, Print, Hoardings
Pappu Paas Ho Gaya	Youngster		TVC, Hoardings
Miss Palampur	Rural masses	Shift to smaller packs	TVC, Hoardings
Khane ke baad kuch Meetha Ho Jaye	Conversion of sweet consumers to chocolate for special occasions Targeting the habit	This was an innovative idea and Cadbury went ahead with the 'Celebrations' packs with these ads From converting	TVC, Print, Hoardings, Social Media
Meethe mein Kuch Meetha Ho Jaaye	of Indians to have desserts after meals	Sweet consumers on special occasions Cadbury now tried to sweet consumption for dessert to chocolate as well	Hoardings, Social Media
Shubh Aarambh	Targeting the belief of Indians that anything	Converting yet another segment of consumers	TVC, Print, Hoardings, Social Media

	<p>begun by having something sweet provides good luck</p>	<p>i.e. before the start of any work</p>	
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## PRODUCT LIFE CYCLE OF CADBURY IN INDIA

### 1. Introduction:

- In the 1980s, CDM was positioned as 'the perfect expression of love', captured in the memorable copy.
- During the early 1990s, communicating that it was the 'real taste of chocolate'.
- In 1994 came the path breaking 'real taste of life' campaign.
- Cadbury Dairy Milk redefined itself as the perfect expression of spontaneous, shared good feelings, providing the 'real taste of life' experience.
- The strategy paid off: Brand Cadbury grew by over 50% in sales volume.

### 2. Growth:

- 1998- The next stage of growth for the brand deals with popularizing consumption in a social context, especially in more traditional settings like weddings.
- With the campaign, '**Khaane walon ko Khane ka Bahana Chahiye**'.
- Cadbury Dairy Milk aimed to substantially increase penetration levels with the award winning '**Kuch Khas Hai**' campaign.
- The brand penetrated into smaller towns and sales volumes grew by 40%.

### 3. Maturity:

- With Amitabh Bachchan they also launched their new positioning of "**Kuch Meetha Ho Jaaye**" bringing in the tradition of celebrating a joyous occasion in India with sweets and now Cadbury Dairy Milk in particular.
- The "**Pehli Tareekh Hai**" campaigns talked about the importance of having Dairy Milk and celebrating on getting pay on pay-day.
- "**Shubh Aarambh**" ads that have brought back the old charm of Cadbury Dairy Milk with its very interesting insight of mixing the traditional with the new age.

### 4. Decline:

- Many marketing experts would agree that the best time to reinvent for a brand is when the going is still good.
- No brand can afford to assume it's created the definitive product.
- Cadbury Dairy Milk ( CDM ) introduce the sub brand Silk.



## MARKETING STRATEGY OF CADBURY



Marketing Strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable advantage. A marketing strategy should be centred on the key concept that customer satisfaction is the main goal. Marketing strategy is a method of focusing an organization's energies and resources on a course of action which can lead to increase sales and dominance of a targeted market niche. A marketing strategy combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe. Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral

component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, Corporate mission, and Corporate goals. As the customer's constitutes the source of a company's revenue, marketing strategy is closely linked, with sales. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.



## **PRODUCT:**

Satisfaction suffices. But delight dazzles the average company will compete for customer by confirming to her expectations consistently. But the winner will surpass them constantly exceeding her expectation, delivering to her door step additional benefits which she would never have imagined possible. Cadbury's offer such product. The wide variety products offered by the company include:

- I. **Chocolate & Confectionery**
- II. **Beverages**
- III. **Food Drinks**

## **PRICING:**

Second P of marketing is not another name for blindly lowering prices an relying on this strategy alone to increase sales dramatically. The strategy used by Cadbury's is for

matching the value that customer pays to buy the product with the expectations they have about what the production is worth to them.

Cadbury's has launched various products which cater to all customer segments. So every customer segment has different price expectations from the product. Therefore maximising the returns involves identifying right price level for each segment, and then progressively moving through them.

## **PLACE:**

BRAND ISN'T THE ONLY ANY MORE. Marketers and finance manager need a new term to evaluate their business:

**Distribution Equity.** It takes much more time and effort to build, but once built, distribution equity is much together to erode.

### **India consumer market of Cadbury:**

1 billion people, 155 million household has over 4 million retail outlets in 5351 urban markets and 552725 villages, spread across 3.28 million sq.km. television has already primed and population for consumption, and the marketer who can get to the consumer ahead of competition will give the hard to overtake lead. But getting there means managing wildly different terrain climate, language, value system, life style, transport and communication network. And your brand equity isn't going to help when it comes to tackling these issues.

Cadbury's distribution network has expanded from 1990 distributors last year to 2100 distributors and 4,50,000 retailers. This increase in distribution is going to be accompanied by reduction in channel costs. Cadbury's marketing costs, at 18% of total costs, is much higher than Nestle's 12% or even pure sugar confectionery major Parry's 11%. The company is looking to reduced these parity level. At Cadbury, they believe that selling confectionery is it like selling soft drinks.

## PROMOTION:

If an advertisement is to communicate effectively, the receiver must at least half want it to, and be prepared too take step towards the sender. Finding showed that the adults felt too concious to be seen consuming a product actually meant for children. The strategic response address the emotional appeal of the band to the children within the adult. Naturally, that produced just the value vacuum that Cadbury was looking to fill. Thereafter it was the job of the advertising to communicate customer the wonderful feeling that he could experience by re-discoursing the careful, unself concious, pleasure seeking child within himself a graft these feeling onto the Ad campaign like "Khane Walon Ko Khane Ka Bahana Chahiye" for CMD and "**Thodi Si Pet Pooja - Kabhi Bhi Kahin Bhi**" for perk have been sure shot winner with the audience.

## NEW PROJECT OF CADBURY:



Mondelez India, the makers and bakers of popular brands including Cadbury Dairy Milk, Bournvita, and Oreo among others, sets foot into the fast-growing sub-segment in the confectionery category of Lollipops, with the launch of Cadbury Dairy Milk Lolly. The

launch will be supported by a strong sampling plan to generate consumer trials coupled with strong in- market activation plan.

## **CADBURY'S MARKET IN NAGPUR**

The operations of Cadbury India initiated in 1948. It has five manufacturing units all over India at Thane ( Maharashtra ), Induri ( Maharashtra ), Malanpur ( Madhya Pradesh ), Bangalore ( Karnataka ), and Baddi ( Himachal Pradesh ). It has one cocoa operations office at Dharapuram ( Tamil Nadu ).

Cadbury India has a share of over 70% in the market, which is the highest Cadbury brand share globally. Cadbury India's one of the most popular brands, Cadbury Dairy Milk is a benchmark for other chocolates in India and is regarded as the "gold standard".

Some of the other popular brands are 5 Star, Perk, Bournville, Celebrations, Halls, Eclairs, Tang and Oreo. The main brand in the Milk Food drinks segment is Bournvita, which is known as the leading Malted Food Drink ( MFD ) in the country. In the medicated category, Halls is a favourite candy while Cadbury India has also entered the a biscuits category by launching World's No.1 biscuit brand Oreo.

Cadbury has also been the leaders in the development of cocoa cultivation in India since 1965. The research work has been carried out in collaboration with the Kerala University. The team from Cadbury also conducts training sessions for the cocoa farmers on cultivation aspects to have an increased cocoa productivity.

## **OBJECTIVES OF STUDY**

- ❖ To find out the famous products of Cadbury among the consumer.
- ❖ To find out the consumer behaviour towards Cadbury.
- ❖ To find out the range which is mostly preferred by the customers.
- ❖ To find out the features which is more favourable.
- ❖ To increase customer satisfaction and recapture the market by fulfilling the customers need.
- ❖ To position itself as an all time favourite chocolate for all groups of people irrespective of age, gender and class.
- ❖ To make the sweets affordable with several variants.

## **SCOPE OF STUDY**



As learning is a human activity and is as natural, as breathing. Despite of the fact that learning is all pervasive in our lives, psychology do not agree on how learning takes place. How individuals learn is a matter of interest to marketers. They want to teach consumers in their roles as their roles as consumers. They want consumers to learn about their products, product attributes, potential consumers benefit, how to use, maintain or even dispose of the product and new ways of behaving that will satisfy not only the consumer's needs, but the marketers objectives.

The sope of my study restricts itself to the analysis of branding and marketing strategies of Cadbury, consumer preferences, perception and consumption of Cadbury. There are many other brands of chocolates available but my study limited about Cadbury.

## **RESEARCH METHODOLOGY**

### **Data Collection:**

The data, which is collected for the purpose of study, is divided into 2 bases:

1. Primary Data:- The primary data is that data which is collected fresh and first hand and for the first time which is original in nature.
2. Secondary Data:- The secondary data are those data which are collected by web based, publications in newspapers, magazines and the information available on the internet.

### **Sample Size:**

1. Youths between the age group of 18-25 gave their views to fulfill the questionnaire.
2. Sample size mostly taken from college is about to 100 students, simple random sampling is employed.

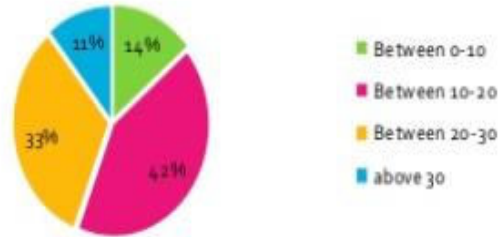
### **Hypothesis:**

H0:- Age has no significant effect on buying behaviour of chocolates.

H1:- Age has significant effect on buying behaviour of chocolates.

## **ANALYSIS OF STUDY**

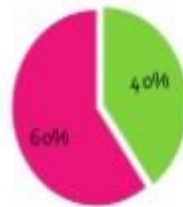
## Age



According to the above analysis it is concluded that I have surveyed 100 respondent out of which 14, 42, 33, 11 belongs to age group 0-10, 10-20, 20-30, above 30 respectively.

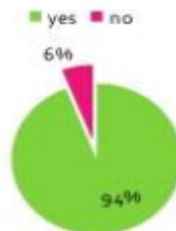
## Gender

Male Female



According to the above analysis it is concluded that most of the female prefer like to eat chocolate.

## Do you like to eat chocolate?



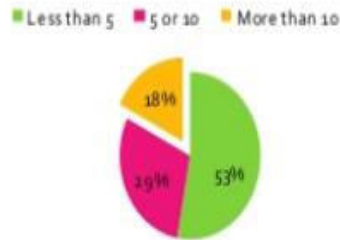
From the above analysis of the given sample of 100 respondent, it is clear that out of 100 people 94% people likes to eat chocolate while only 6% people don't prefer to eat chocolate.

## If there was a discount on Cadbury Dairy Milk Silk, you think you would be more likely to buy it?



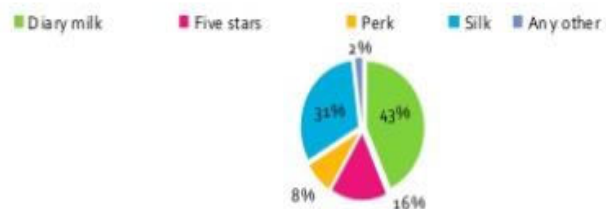
According to the above analysis it is concluded that out of sample of 95 people who eat chocolate 84% are attracted to buy chocolate on discount and 16% were attracted by some other reasons.

### Approximately, how many chocolate bars would you purchase in one week?



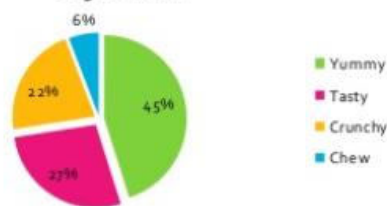
According to the above analysis it is concluded that mostly people purchased chocolates weekly.

### When you think of Cadbury, which chocolate comes to your mind?



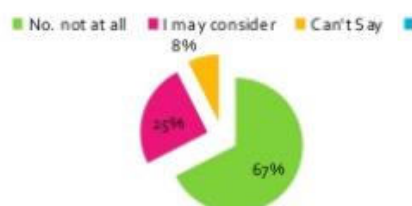
According to the above analysis it is concluded that most of the people like to eat Cadbury Dairy Milk Silk.

### Can you give your favorite chocolate one adjective?



According to the above analysis it is concluded that most people likes to eat yummy hard chocolate and chew form of a chocolate is least preferred.

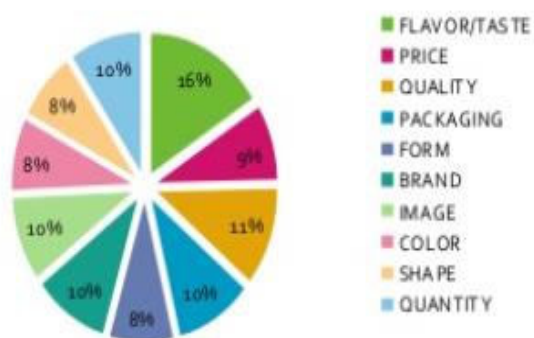
### If other brand available will you buy new brand



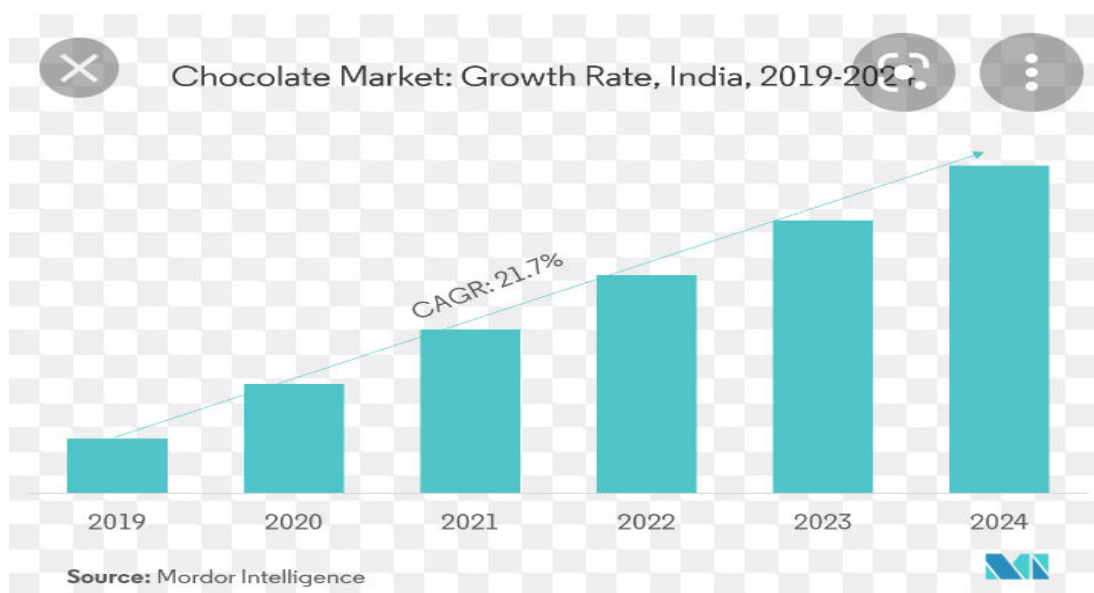
According to the above analysis it is concluded that, people would not stop the consumption of the Cadbury's even if other brand available in the market.

## INFLUENCING FACTORS DURING PURCHASE OF CADBURY:

INFLUENCING FACTORS DURING PURCHASE OF CADBURY CHOCOLATES



## DEMAND GRAPH OF CADBURY:



## CONCLUSION & LIMITATION

### Conclusion:

After the data analysis from both the sources; primary and secondary data, it can be concluded that in India Cadbury's is enjoying its success to a great extent beside the fact that other competitors, mainly local are trying hard to impress the youths of India. Nestle is the biggest competitor of Cadbury's and they face cut throat competition internationally but in India there is not any such brand that is near to the Cadbury's when it comes to market share.

The advertisements are one of the important factors to attract the customers and Cadbury's is doing well in it. Its Silk advertisement were so popular that it created more demand than the supply for that product. Also, the price has a number of ranges from Rs. 5 chocolate to Rs. 500 rich dry fruit collection- mention the price and they have the product of desired range. Cadbury's surely knows how to band the customers with their gift boxes.

Cadbury's has 70% share in the Indian market and the reason for this is its continuous innovation and techniques to attract customers and make them brand loyal. Other brands may take over Cadbury's one day but not in near future.

### **Limitation:**

- Data of only 100 youths is collected, because of limited time.
- Age group of 18-25 is taken. Elders or children may have different opinion about the product of Cadbury's.
- Lack of response by some youths to provide the data.
- There is scope for further research, and a detailed study can be attempted in this area.

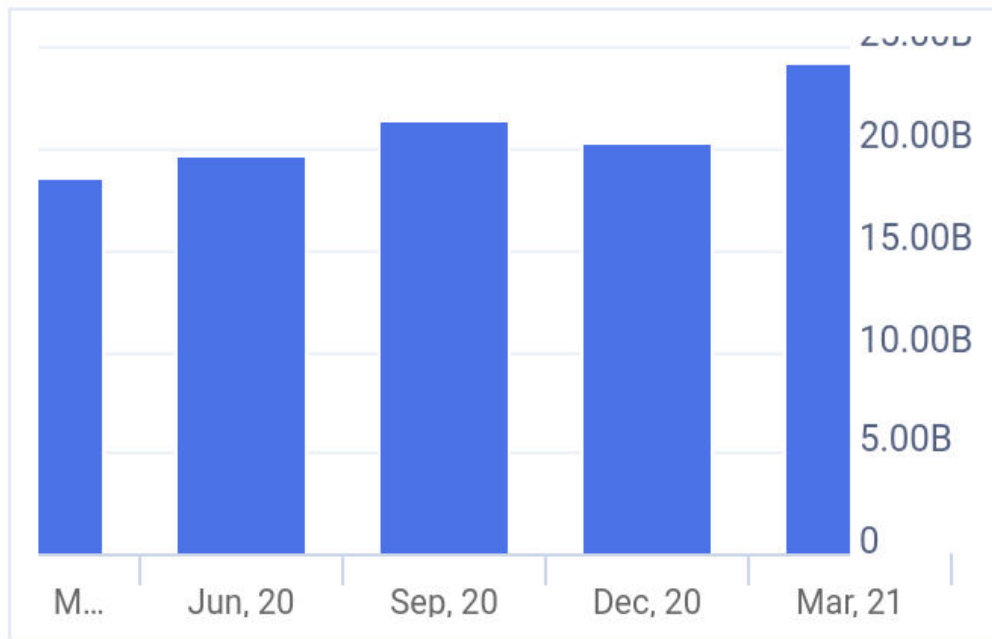
### **BIBLIOGRAPHY**

- ❖ <http://www.cadburyindia.com>
- ❖ <https://www.cadbury.co.uk/the-story>
- ❖ <https://www.wikipedia.com>
- ❖ <https://www.mondelezinternational.com>
- ❖ [https://en.wikipedia.org/wiki/List\\_of\\_Cadbury\\_products](https://en.wikipedia.org/wiki/List_of_Cadbury_products)

## ANNEXURE

### **CADBURY BALANCE SHEET:**

**Graph of Total Current Assets**



### **QUESTIONNAIRE:**

1. Name: - .....
2. Age: - .....
3. Gender: -  
 Male                       Female
4. Do you like to eat Cadbury chocolate?  
 Yes                       No
5. If there was a discount on Cadbury Dairy Milk Silk, you think you would be more likely to buy it?  
 Yes                       No
6. Approximately, how many chocolate bars would you purchase in one week?  
Less than 5

5-10. [ ]

More than 10. [ ]

7. When you think of Cadbury, which chocolate comes to your mind?

Dairy Milk [ ]

Five stars [ ]

Perk [ ]

Silk [ ]

Any other [ ]

8. Can you give your favourite chocolate one adjective?

Yummy [ ]

Tasty [ ]

Crunchy [ ]

Other .....

9. If other brand available will you buy other brand?

No not at all. [ ]

I may consider [ ]

Can't say [ ]





