

PROJECT REPORT

“ASTUDY ON MARKETING MIX OF CADBURY LTD.”

Submitted to

G. S. College of Commerce and Economics, Nagpur

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Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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Under the guidance of

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G.S.College of Commerce and Economics, Nagpur
Academic Year 2022-23



G.S. College Of Commerce & Economics , Nagpur**Academic Year 2022-23****CERTIFICATE**

This is to certify that Anchal Bishnani has submitted the project report titled “A Study On Marketing Mix Of Cadbury Ltd.”, 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 by the candidate. It is further certified that she has ingeniously completed her project as prescribed by Rashtrasantukadoji Maharaj Nagpur University, Nagpur.

Dr. Afsar Sheikh Dr. Afsar Sheikh

(Project Guide) (Co-ordinator)

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title “A Study On Marketing Mix Of Cadbury Ltd.” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by RashtrasantTukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Anchal Bishnani

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



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

ANCHAL BISHNANI

Place: Nagpur

Date:

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INTRODUCTION

INTRODUCTION

MARKETING MIX

A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. The term often refers to a common classification that began as the four Ps: product, price, placement, and promotion.

All the elements of the marketing mix influence each other. They make up the business plan for a company and handled right, can give it great success. But handled wrong and the business could take years to recover. The marketing mix needs a lot of understanding, market research and consultation with several people, from users to trade to manufacturing and several others.

The marketing mix, also known as the four P's of marketing, refers to the four key elements of a marketing strategy: product, price, place and promotion. By paying attention to the following four components of the marketing mix, a business can maximize its chances of a product being recognized and bought by customers:

Product. The item or service being sold must satisfy a consumer's need or desire.

Price. An item should be sold at the right price for consumer expectations, neither too low nor too high.

Promotion. The public needs to be informed about the product and its features to understand how it fills their needs or desires.

Place. The location where the product can be purchased is important for optimizing sales.



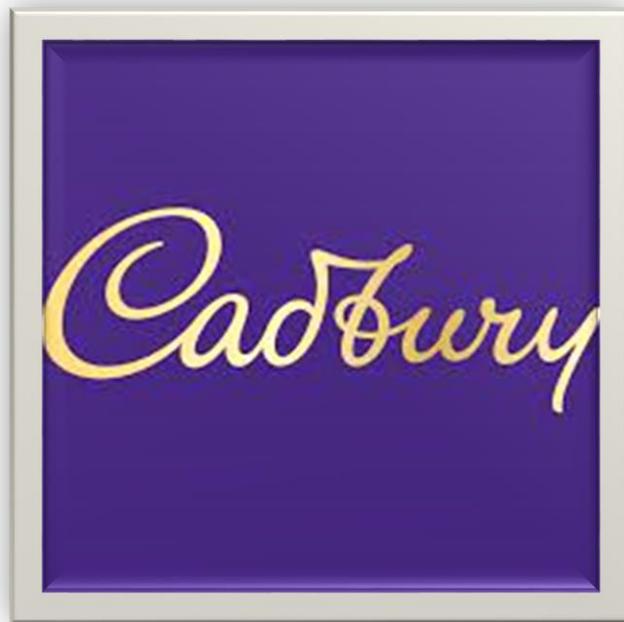
Consumer perception Theory

Consumer perception theory is one of the best methods of analysing and explaining consumer behaviour. This theory helps in interpreting various perceptions by different people. As perception differs from person to person so, the purchase decisions.

The perception of the same product or services by different consumer would vary. This is exactly what consumer perception theory analyses by finding out what exactly motivates or influences a consumer behaviour in purchasing or not purchasing a specific product.

For a marketer, the knowledge of consumer perception is essential. He should know what determines an individual consumer perception. As consumers' perceptions affect their consumption behaviour, products and all marketing activities should be designed in a way that secures consumers' positive perception.

COMPANY PROFILE



INTRODUCTION OF COMPANY

Cadbury is a multinational company and the Cadbury dairy milk is a brand of chocolate which is made by Cadbury. Cadbury made different types of chocolates and other products which are sold in several countries around the world. It first sold its products in United States in 1905.

Our heritage starts back in 1824 when John Cadbury opened a shop in Birmingham selling cocoa and chocolate. Since then we have expanded our business throughout the world by a programme of organic and acquisition led growth. On 7 May 2008, the separation of our confectionery and Americas Beverages businesses was completed creating Cadbury plc with a vision to be the world's BIGGEST and BEST confectionery company.



Business in India

Cadbury India Ltd. is a part of Mondelez International. Cadbury India operates in five categories Chocolate confectionery, Beverages, Biscuits, Gum and Candy. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, Bourn vita, 5 Star, Perk, Bourneville, Celebrations, Gems, Halls, Éclairs, Bubbalo, Tang and Oreo. The core purpose of company is “to make today delicious” captures the spirit of what they are trying to achieve as a business.

In India, Cadbury began its operations in 1948 by importing chocolates. After over 60years of existence, it today has six company-owned manufacturing facilities at Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Baddi (Himachal Pradesh) Hyderabad and 4sales offices (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai.

As part of Cadbury's efforts to innovate and its focus on experiential marketing, Cadbury recently opened "The Purple Room". The room is located at the newly inaugurated Jio World Drive (JWD) Mall in Bandra Kurla Complex, Mumbai, inside the superstore – Freshpik. It is home the world's first customer facing 3D Cadbury chocolate printer and aims to offer a premium chocolate experience. The store offers 28 chocolate designs in 3D, including all alphabets for a personalised and unique experience, available for a limited time.

Cadbury India	
	
Industry	manufacture of cocoa, chocolate and sugar confectionery
Founded	19 July 1948
Headquarters	Mumbai, India
Key people	Anand Kripalu, Managing Director
Products	Cadbury Dairy Milk, 5-star, Perk, Gems, Eclairs, Oreo and Bournvita
Number of employees	2000
Website	cadburygifting.in

MISSION

MISSION

To create and sustain flourishing communities where people choose to live.

- By promoting new social housing of good quality which enhances the environment.
- By managing housing stock and estates to the highest standard for all residents.
- By encouraging residents to share in decisions affecting their communities

VISSION

- Promotion of brands carrying mass franchise without compromise on quality or margins.
- Increasing the market depth including rural India's coverage. (so far in case of chocolates, rural areas are not covered)
- Better product quality and packaging.
- All round efficient utilisation of tangible as well as intangible assets such as brands and people.
- Efficient working capital management
- Depreciation charge to meet the CAPEX needs every year.
- Surplus cash so generated to be either gainfully and meaningfully reinvested in business or return to stakeholders.

HISTORY OF CADBURY

1800–1900: Early history

In 1824, John Cadbury, a Quaker, began selling tea, coffee and drinking chocolate in Bull Street in Birmingham, England. From 1831, he moved into the production of a variety of cocoa and drinking chocolates, made in a factory in Bridge Street and sold mainly to the wealthy because of the high cost of production. In 1847, John Cadbury became a partner with his brother Benjamin and the company became known as "Cadbury Brothers". In 1847, Cadbury's competitor Fry's of Bristol produced the first chocolate bar (which would be mass-produced as Fry's Chocolate Cream in 1866). Cadbury introduced his brand of the chocolate bar in 1849, and that same year, Cadbury and Fry's chocolate bars were displayed publicly at a trade fair in Bingley Hall, Birmingham. The Cadbury brothers opened an office in London, and, in 1854, they received the royal warrant as manufacturers of chocolate and cocoa to Queen Victoria. The company went into decline in the late 1850s.

John Cadbury's sons Richard and George took over the business in 1861. At the time of the takeover, the business was in rapid decline: the number of employees had reduced from 20 to 11, and the company was losing money. By 1866, Cadbury was profitable again. The brothers had turned around the business by moving the focus from tea and coffee to chocolate, and by increasing the quality of their products.

1900–1969

In 1905, Cadbury launched its Dairy Milk bar, a high quality product with a greater proportion of milk than previous chocolate bars. Developed by George's son, George Cadbury Jr (along with his research and development team), it was the first time a British company had been able to mass-produce milk chocolate. From the beginning, it had the distinctive purple wrapper. It was a great sales success, and became the company's bestselling product by 1914. The stronger Bourneville Cocoa line was introduced in 1906. Cadbury Dairy Milk and Bourneville Cocoa were to provide the basis for the company's rapid pre-war expansion. In 1910, Cadbury sales overtook those of Fry for the first time.

Cadbury has been a holder of a Royal Warrant from Queen Elizabeth II since 1955. In 1967, Cadbury acquired an Australian confectioner, MacRobertson's, beating a rival bid from Mars. As a result of the takeover, Cadbury built a 60 percent market share in the Australian market.

Schweppes merger (1969)

Cadbury merged with drinks company Schweppes to form Cadbury Schweppes in 1969. Head of Schweppes, Lord Watkinson, became chairman, and Adrian Cadbury became



deputy chairman and managing director. The benefits of the merger were to prove elusive. The merger put an end to Cadbury's close links to its Quaker founding family and its perceived social ethos by instilling a capitalist venture philosophy in management.

2007–2010

Cadbury's Somerdale Factory located in Keynsham near Bristol, south west England (1921–2010)

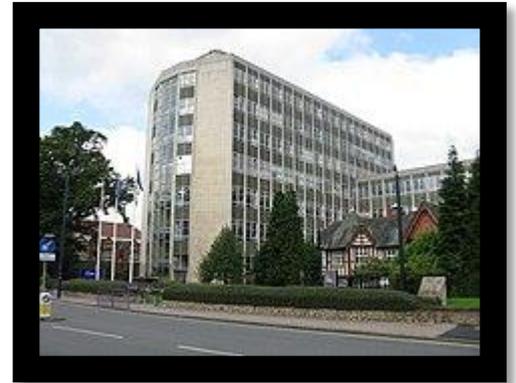
In October 2007, Cadbury announced the closure of the Somerdale Factory, in Keynsham, Somerset, formerly part of Fry's. Between 500 and 700 jobs were affected by this change. Production transferred to other plants in England and Poland.



In mid-2009, Cadbury replaced some of the cocoa butter in their non-UK chocolate products with palm oil. Despite stating this was a response to consumer demand to improve taste and texture, there was no "new improved recipe" claim placed on New Zealand labels.

Head office

Cadbury has its head office at Cadbury House in the Uxbridge Business Park in Uxbridge, Greater London, England. The company occupies 84,000 square feet (7,800 m²) of leased space inside Building 3 of the business park, which it shares with Mondelez's UK division. After acquiring Cadbury, Kraft confirmed that the company would remain at Cadbury House.



ADVERTISING

The Cadbury script logo is derived from the signature of William Cadbury, the founder's grandson, in 1921. It was adopted as the worldwide logo in the 1970s. Cadbury famously trademarked the colour purple for chocolates with registrations in 1995 and 2004. However, the validity of these trademarks is the matter of an ongoing legal dispute following objections by Nestlé.

The brand has used immersive experiential marketing campaigns which include a Double Decker fun bus, Joy Generator machine and pop-up cafes. Cadbury has had famous names on their products, which includes a Paddington Bear branded chocolate bar in 1977, and Spice Girls-branded chocolate (individual chocolate bars, selection boxes, Easter Eggs) at the height of their 1990s success.



The 2007 *Gorilla* commercial promoting Cadbury Dairy Milk – featuring Phil Collins "In the Air Tonight" – won numerous awards, including Gold at the British Television Advertising Awards in 2008. Four commercials for Cadbury products featured in the top 50 of Channel 4's 2000 UK poll of the "100 Greatest Adverts". Cadbury Flake, featuring Flake Girl, was ranked 26th, Cadbury Dairy Milk Fruit & Nut, featuring the slogan 'Everyone's a fruit and nutcase' sung by comedian Frank Muir, ranked 36th, Fry's Turkish Delight, with the slogan 'Full of Eastern Promise' accompanied with model Jane Lumb, ranked 37th, and Cadbury Milk Tray (which since 1968 has been advertised by the 'Milk Tray Man', a tough James Bond-style figure who undertakes daunting 'raids' to secretly deliver a box of

Milk Tray chocolates to a lady), the "Avalanche" advert where he races ahead of it to deliver the chocolates, ranked 48th.

Every year Cadbury also launches a Secret Santa campaign which features offline and online advertisements. The brand also tours the UK's major cities encouraging people to anonymously give their loved ones a free chocolate bar. Cadbury has specifically designed booths for the occasion but in 2020 due to the COVID-19 pandemic the campaign was done virtually.

COMPANY OVERVIEW

Cadbury is a leading global confectionery company with an outstanding portfolio of chocolate, gum and candy brands. We employ around 50,000 people and have direct operations in over 60 countries, selling our products in almost every country around the world.

In India, Cadbury began its operations in 1948 by importing chocolates. After 60 years of existence, it today has five company-owned manufacturing facilities at Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Baddi (Himachal Pradesh) and 4 sales offices (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai.

Currently Cadbury India operates in four categories viz. Chocolate Confectionery, Milk Food Drinks, Candy and Gum category. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years.

The key brands are Cadbury Dairy Milk, 5 Star, Perk, Éclairs and Celebrations. Cadbury enjoys a value market share of over 70% - the highest Cadbury brand share in the world! Our flagship brand Cadbury Dairy Milk is considered the "gold standard" for chocolates in India. The pure taste of CDM defines the chocolate taste for the Indian consumer.

A few facts and figure

- We make and sell three kinds of confectionery: chocolate, gum and candy
- We operate in over 60 countries John Cadbury opened for business in 1824 - making us nearly 200 years young
- We work with around 35,000 direct and indirect suppliers
- We employ around 50,000 people everyday millions of people around world enjoy our brands.

Cadbury's top competitors today

- Mars



- Hershey



- Nestle



SWOT ANALYSIS

Strengths of Cadbury

- **Strong Brand**

As one of the world's leading confectionery companies, Cadbury has an extremely powerful brand. Consumers across the globe have come to associate its name with a specific taste, meaning that they know exactly what to expect when picking a Cadbury product off the shelves. The value of a strong brand cannot be understated, especially in a market where quality is so important. Importantly, the Cadbury product line also features products with their own equally established brands such as Oreo.

- **Global Presence**

Cadbury's powerful brand and well-established operations are not just limited to the United Kingdom. The confectionery giant operates in over 50 countries with a universally positive reputation, as shown in the PEST analysis of Cadbury. This global presence not only drives additional revenue but also acts as an insurance policy for the company: if one country were to implement unfavourable regulation, Cadbury would still be able to drive revenue across the remaining markets.

Weaknesses of Cadbury

- **Limited Product Range**

Cadbury has been repeatedly criticized by business analysts for its limited product range. While the brand offers a variety of confectionery products, it has not expanded into developing or manufacturing products of other kinds (food or otherwise). As a result, Cadbury is highly exposed to the confectionery market in times both good and bad. In the face of growing health consciousness, this may have serious consequences (discussed further in the Threats section of this analysis).

- **Product Recalls**

Another weakness Cadbury has battled is that of product recalls. In recent years, the company has had to recall a portion of its confectionery products on numerous occasions. These recalls have had varying causes: in one case, products containing nut residues were labelled allergen-free, while in another case, products were believed to have contained harmful bacteria. Product recalls of this nature can easily tarnish a brand's reputation.

Opportunities for Cadbury

- **Emerging Markets**

Perhaps Cadbury's biggest Opportunity is that of emerging markets. Historically, regions such as Far East Asia and Africa have not been significant consumers of conventional, Western confectionery — as offered by Cadbury. However, with the widespread effects of globalization and growing consumer incomes, it's more and more likely that Western food brands will be able to expand into these previously untapped markets. Of course, this presents an additional revenue stream.

- **Product Range Expansion**

As discussed earlier, one of Cadbury's potential Weaknesses is its limited product range. This means that one lucrative opportunity for the multinational confectionery might be to expand its product range. Whether this means introducing new confectionery products or — preferably — experimenting with other markets, it will help Cadbury diversify its current market standings and thus prevent a number of Threats while simultaneously driving additional revenue.

Threats for Cadbury

- **Sugar Tax**

A number of countries have proposed implementing a sugar tax — an additional charge on sugary products designed to curb consumption. The idea has gained significant traction in some European countries; most notably, Norway has had a longstanding sugar tax which encourages individuals to buy confectionery abroad or in duty-free zones. If such a sugar tax were to be

implemented in new areas, it would increase the end cost of confectionery for consumers, thereby thwarting sales volume and thus revenue for Cadbury.

- **Health Consciousness**

Perhaps the scariest threat for a confectionery company like Cadbury is that of consumers' growing health consciousness. With the rapid advance of science, consumers have recently come to learn a great deal about what it means to be healthy (or unhealthy). Unfortunately, numerous studies have proven the negative health effects of sweet, processed foods such as chocolate. As consumer preferences shift due to health consciousness, this might mean a serious decline in revenue for Cadbury.

RESEARCH STUDY

OBJECTIVE

- To know the product and it's pricing.
- To know the distribution channel.
- To know how the product are marketed.

Need of the study

The study has done to know various Ps of Marketing of Cadbury and how it is relevant in the overall performance of the company. By studying, one will be able to understand the marketing mix strategy of the company.

RELEVANCE OF STUDY

Today's Indian chocolate market, an overview Chocolate consumption in India is extremely low. Cadbury dominates the chocolate market with about 70% market share. Nestle has emerged as a significant competitor with about 20% market share. Key competition in the chocolate segment is from co-operative owned Amul and Campco, besides a host of unorganized sector players. There exists a large unorganized market in the confectionery segment too. Leading national players are Parry's, Ravalgaon, Candico and Nutrine. MNC's like Cadbury, Nestle, Perfetti, are recent entrants in the sugar confectionery market. Other competing brands such as GCMF's Badam bar and Nestlé's Bar One have minor market shares. Chocolate consumption in India is extremely low. Per capita consumption is around 160gms in the urban areas, compared to 8-10kg in the developed countries. In rural areas, it is even lower. Chocolates in India are consumed as indulgence and not as a snack food. Indian chocolate market grew at the rate of 10% pa in 70's and 80's, driven mainly by the children segment. In the late 80's, when the market started stagnating, Cadbury repositioned its Dairy Milk to any time product rather than an occasional luxury. Its advertisement focused on adults rather than children. Cadbury's Five Star, the first coupon chocolate, was launched in 1968. Due to its resistance to temperature, the chocolate has become one of the most widely distributed chocolate in the country. In the early 90's, high cocoa prices compelled manufacturers to raise product prices and reduce their advertisement budget affecting the volumes significantly. The launch of wafer chocolates Kit Kat and Perk spurred volume growth in the mid 90's. These chocolates positioned as snack food rather than on the indulgence platform compete with biscuits and wafers. A strong volume growth was witnessed in the early 90's when Cadbury repositioned chocolates from children to adult consumption. The mid 90's saw the entry of new players like Nestle, which created categories like wafer chocolate and spurred growth.

HYPOTHESIS

HYPOTHESIS

H0 – Cadbury Dairy Milk Chocolate is not favourite chocolate .

H1 – CADBURY Dairy Milk Chocolate is favourite chocolate .

H0 – Cadbury has no strong distribution channel.

H1 – Cadbury has strong distribution channel.

RESEARCH
METHODOLOGY
&
DATA COLLECTION

Research Methodology

The system of collecting data for research projects is known as research methodology. The data may be collected for either theoretical or practical research for example management research may be strategically conceptualized along with operational planning methods and change management. Some important factors in research methodology include validity of research data, Ethics and the reliability of measures most of your work is finished by the time you finish the analysis of your data. Formulating of research questions along with sampling whether probable or non probable is followed by measurement that includes surveys and scaling. This is followed by research design, which may be either experimental or quasi-experimental. The last two stages are data analysis and finally writing the research paper, which is organized carefully into graphs and tables so that only important relevant data is shown. Research can be classified by purpose or by method. If we categorize it by purpose, it would fall into two major categories: Basic Research and Applied Research, while in case of method, it would be deductive research and inductive research.

1. BASIC RESEARCH

Also called Pure or fundamental Research, it is undertaken for increase in knowledge. There is no direct benefit as it is a research for the sake of research. It is conducted to satisfy any curiosity such as: (a) what makes things happen, (b) why society changes and (c) why social relations are in a certain way. In fact, it is the source of most new theories, principles and ideas. Basic research rarely helps anyone directly. It only stimulates new ways of thinking. The main motivation is to expand man's knowledge. There is absolutely no commercial value to the discoveries resulting from such research.

2. APPLIED RESEARCH

It is use of basic research or past theories, knowledge and methods for solving an existing problem. It deals with practical problems. It is opposed to pure research which is not problem-oriented but for the increase in knowledge which may or may not be used in future. In the present world situation, more emphasis is being given to applied research to solve problems arising out of overpopulation and scarcity of natural resources. Applied research should not be treated the same as Research & Development(R&D) which is involved in developing products demanded by the existing clients. Applied Research, on

the other hand, focuses on uncovering what needs are not being met and use that information in designing products or services that would create their own demand.

TYPES OF RESEARCH

The basic types of research are as follows:

1. DESCRIPTIVE vs ANALYTICAL:

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variables. In Analytical research, on the other hand, the researcher has to use facts or information already available, and analysis these to make a critical evaluation of the materials.

DATA COLLECTION

Facts, information systematically collected and formally presented for the purpose of drawing inferences may be called data. Statistical information collected, compiled and preserved for the purpose of establishing appropriate relationship between variables may also be included in the data, whether statistically processed or not, play a vital role in the research and analysis of various problems in all types of area of investigations. This is the rationale of data collection in research.

SOURCES OF DATA COLLECTION

1. PRIMARY SOURCE

2. SECONDARY SOURCE

1. PRIMARY SOURCE

Primary source means first hand sources or original source at the hand of there searcher that is not collected previously. For example, the various replies by the teacher from the students as regards their assessment of teaching method constitute primary source of data. Primary data is collected through principles sources of observation, surveys. Using primary sources, researcher

can collect precisely the information he wants. Primary data consist of Qualitative Data and Quantitative Data.

METHODS OF COLLECTING PRIMARY DATA

Primary data are the information generated to meet the specific requirements of the investigation to be had. Hence, the investigator is required to collect data separately for the study taken by him. A method refers to the way of gathering data is Questionnaire.

2. SECONDARY SOURCE:

Secondary data refers to information generally collected by person other than researcher for other purpose involved in the given research project at work. As an example, the annual account of a company form a primary data for that company for purpose of presenting the company's financial status and performance. But to a researcher, it may form a secondary data as it is used, perhaps in part, for some other purpose and is independent of research investigation. The source of secondary data consist of report of various government departments. RBI various reports, national sample survey report, UNO, UNICEF, WHOM, ILO, and world bank various report complied. In facts, books, journals, dairies, letter, etc. also form secondary source of data. The main characteristics associated with such a data are that the data is readily available. Also, the researcher does not have any control over this collection. The forms and contents are shaped by those other than a particular researcher.

Secondary data, classification of source

- a) Internet
- b) Official Web site

In this project both primary and secondary data are included. Primary data is collected through questionnaire and secondary data is taken from the internet .

SURVEY DESIGN:

The study is a cross sectional study because the data were collected at a single point of time. For the purpose of present study a related sample of population was selected on the basis of convenience.

SAMPLE SIZE AND DESIGN :

A sample of 20 people was taken on the basis of convenience. The information is collected from the different people like students, employees, housewives, etc.

RESEARCH INSTRUMENT :

This work is carried out through self-administrated questionnaire. The question included were open ended and offered choice.

MARKETING MIX OF **CADBURY INDIA**

➤ Chocolate and Confectionary

PRODUCT

The average company will compete for customer by conforming to his expectations consistently. But the winner will surpass them by constantly exceeding his expectations, delivering to his door steps additional benefits which he would have imagined. Cadbury's offer such product. The wide variety products offered by the company include:

1) DAIRY MILK

Cadbury dairy milk encapsulates an enormous breath of emotion, from shared values such as family togetherness, to the personal values of individual enjoyment. It stands for goodness. A moment of pure magic!

Cadbury Dairy Milk (CDM) entered the Indian market in 1948, and since then for consumers across India, the word Cadbury has become synonymous with chocolate. CDM remains at the top of the Indian chocolate market not only because of its most delicious, best tasting chocolate but also because of its memorable communication.

2) DAIRY MILK SHOTS

With a large section of Indians still choosing traditional sweets (mithai) over chocolates, an offering was required that would seed chocolate consumption amongst non-users and help increase consumption frequency amongst fringe chocolate users. Also, even at its lowest price point, Cadbury chocolate was still inaccessible to majority of the rural population. Therefore, in an effort to upgrade the Candy and Mithai eating consumers to chocolate, Cadbury launched CDM Shots in 2008. An innovative format of sugar coated chocolate made to withstand the rural temperature fluctuations.

3) DAIRY MILK SILK

Cadbury Dairy Milk has captured the heart of Indian consumers for over six decades; but there was room for a more premium entrant in the category. And enter CDM Silk. Most CDM lovers thought that nothing could taste better, but CDM Silk came as a welcome surprise! It is creamier, smoother, and tastier. Its dome shaped cubes pack more chocolate and hence provide a superior eat experience.

Launched in January 2010, with a tantalizing taste that tempts the taste buds, CDM Silk delivered an exquisite chocolate eating experience in the Indian market.

4) ECLAIRS

Cadbury eclairs has been present in India since 1971 and has remained a favourite with adults and kids alike. The credit for making eclairs goes to an English confectionary firm which devised the delicious formula in the 1960s. This tasty wonder with indulgent chocolate wrapped in soft, chewy caramel came to Cadbury in 1971 when Cadbury took over this confectionary firm. In 1994 the brand took on the purple and gold packaging which has been its trademark since then.

5) BUBBALOO

Bubbaloo took its first step in international confectionary market in the year 1984. With its launch in the Indian market in 2007, the definition of bubble gum underwent a juicy change!

Bubbaloo is synonymous with flavoured fun in bubble gum! Bubbaloo stands out because of its unique flavoured liquid filling. There is a bubbaloo for everyone, and that is why bubble gum fans will continue loving it for years to come.

6) CADBURY CELEBRATION

A Festival is not a festival unless it is celebrated, and a celebration is not celebration unless you open a box of Cadbury celebration.

If there was one challenge that Cadbury faced, then it was in converting the quintessential mithai loving Indian into a chocolate fan. We not only succeeded in positioning chocolate as the modern variant over the traditional mithai, but also managed to connect to the average Indian for whom festival holds special significance.

PRICING

Make no mistake. Second P of marketing is not another name for blindly lowering prices and relying on strategy dramatically. The strategy used by Cadbury's is for matching the value that customer pays to buy the product with the expectation they have about what the production is worth to them. Cadbury's has launched various product which cater to all customer segments. So every customer segment has different price expectation from the product. Therefore maximizing the return involves identification right price level for each segment, and then progressively moving through them.

DAIRY MILK: The product varies in price from Rs.5.

DAIRY MILK SHOTS: Positioned as 'chocolate laddoo' and priced at Rs.2 for two pieces, the attempt was to introduce the product to customer as the perfect value-for-money accompaniment for small celebratory occasion.

DAIRY MILK SLIK: It is premium product with starting range of Rs 50. Its texture is smooth and silky than the basic product.

ECLAIRS: The product is of rupee 1 and has one more variety in it CADBURY ÉCLAIR RICH BROWNIE priced at Rs 2.

BUBBLOO: Priced at rupee 1 per piece.

CADBURY CELEBRATION: Celebration packs are differently priced and having different quantity.

PLACE

Distribution Equity: it takes much more time and efforts to build, but once built, distribution equity is hard to erode. The fundamental axiom of Indian consumer market is this:

You can set up a state – of – art manufacturing facility, hire the hottest strategies on the block swamp prime television with best Ads, but the end of it all, you should know how to sell your products. The cardinal task before the Indian

market in managing is to shoe-horn its product on retail shelves. Buyer are paying for distribution equity and market share.

Why does the company need distribution equity more in India? With technology and competitive pressure slash in it is becoming increasingly difficult for marketers to retain a unique product differentiation for long period. In a product and price parity situation, the brand that sells more is the one that reaches the highest number of customers. India – 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 a hard – to – overtake lead. But getting there means managing wildly different terrains-climate, language, value system, life style, transport and communication network. And the brand equity isn't going to help when it comes to tackling these issues. Own distribution network consist of clearing and forwarding (C&F) agents & distribution stockiest. This network of distribution can either contact wholesalers and which in turn retailers or the distributors can contact to the retailers directly. Once the stock product reaches retailers, the prospective customers can have access to the product.

Cadbury's distributes the product in the manner stated above.

Cadbury's distribution network has expanded from 1990 distributors to 2100 distributors and 4,50,000 retailers. Beside use of TI to improve logistics, Cadbury is also attempting to improve the distribution quality. To address the issue of product stability, it has installed visible colors at several outlets. This helps in maintaining consumption in summer when sales usually drops due to the fact that the heat affects product quality and thereby off takes. Looking at the low penetration of the chocolate, a distribution expansion would itself being in incremental volume. The other reason is arch rival Nestle reaches more than a million 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 reduce this parity level. At Cadbury, they believe that selling confectionery is it like selling soft drinks.

PROMOTION

Dairy milk

In the early days, the brand had a huge fan following among kids. In order to build stronger appeal among older age groups, the brand re-positioned itself through the classic

‘Real Taste of Life’ campaign in 1994. The campaign positioned Cadbury DairyMilk as the chocolate that awakened the little child in every grown up and very soon, both teenagers and adults, were hooked on to this bar of pure magic. With the launch of the Rs. 5 pack in 1998, CDM became more affordable and hence more accessible for the masses. The ensuing positioning of ‘KhaaneWaalon ko khaane ka BahanaChhayie made consumption into a joyful, social occasion .In 2004, the ‘KuchMeetha Ho Jaaye’ campaign was launched, seeking to increase CDM consumption by making it synonymous with traditional sweets (Mithai). With Amitabh Bachchan as the face and voice of the brand, the campaign went on to become a huge success. People could relate to the commercials that were aired to promote Cadbury Dairy Milk. How many can forget the ‘Pappu Pass Ho Gaya’commercial? The country cheered on as Pappu fell in love in the Pappu Love Test commercial. Then came ‘Miss Palampur’ and the country celebrated the beauty pageant with a difference. In 2009, they aired another commercial under the ‘KuchMeetha Ho Jaaye’ platform, called the ‘Pay Day’ commercial.

The year 2010, the ‘ShubhAarambh’ campaign was launched, drawing lines from the traditional Indian custom of having something sweet before embarking on something new. With ‘ShubhAarambh’ Cadbury took the Dairy Milk journey a step further into the hearts of its million lovers.

With the current campaign ‘KhaaneKeBaadMeethe Mein KuchMeetha Ho Jaaye’ the aim is to introduce the thought of having a CDM as a post dinner meetha (dessert).

Dairy milk shots

Multiple campaigns from the brand have established the name Shot and laddoo amongst kids, teens and adults. These chocolate laddoos are the new affordable alternative to sweet.

Dairy milk silk.

The advertising highlights the joy of savoring CDM Silk and builds on its creamy and smooth experience that instantly melts in your mouth. This brand promise was beautifully captured by the tagline ‘Have You Felt Silk Lately?’

The campaign comprised of three commercials which showcased different protagonists indulging and savoring Cadbury Dairy Milk Silk chocolate, with innocence and unabashed joy, unmindful of their surroundings.

Eclairs

In 2009, Eclairs underwent a makeover. An extra gush of liquid chocolate encased in softer caramel and a brand new package ensured that Éclairs would continue to be an all timefavorite. The ‘Chocolate Ka Meetha Bomb’ campaign was launched to promote the new improved Éclairs. The romanticism of this treat called Éclairs was enhanced with the ‘Doob Le Zara’ campaign in 2010.Cadbury Éclairs rang in the New Year 2011 with an exciting new addition –The new

Cadbury Éclairs Rich Brownie priced at Rs. 2. Cadbury Éclairs Rich Brownie packs in a smooth brownie flavor enveloped in delicious caramel. At the heart of the candy is of course a gush of Cadbury Dairy Milk chocolate. Called the “Chocolate Fountain” Cadbury Éclairs urges consumers to enjoy the great gush of delicious chocolate that hits their taste palate every time they have an Éclairs Rich Brownie.

Cadbury celebrations

Raksha Bandhan

If Raksha Bandhan is special to an average Indian, so is Diwali (festival of light). The Cadbury Celebrations journey began in 1997 with Cadbury attempting to introduce the Celebrations range as a typical gift for a festive occasion. In 2000, Cadbury positioned Celebrations as the new ‘Rakhi Par Ek MeethaSaUphar’ and slowly, people started waking up to the idea of gifting their near and dear ones delicious chocolates in place of traditional sweets.

In 2002, Cadbury further strengthened and nurtured the closeness of the brother – sister relationship. With Gulzar’s heartwarming lyrics ‘Rishtey Pakne Do ‘Aankhon Se Chakne Do’ the age-old custom of tying a Rakhi was followed by gifting a box of Celebrations. Between 2003 and 2006, Celebrations became the perfect addition to the traditional Shagun. With the tagline ‘Kyunki Sirf Shagun Hi Kaafi Nahin’ yet one more time, Cadbury made Raksha Bandhan even more special.

In 2008, Celebrations went beyond a simple Rakhi gift, and commemorated the true core of the relationship the love that siblings share. In 2010, the Rich Dry Fruit and Assorted Favorites range of Celebrations were unleashed, which were aptly supported by the ‘Shararat’ commercial. Now, Celebrations became the new fun – starter for the older siblings; a delicious treat that they could enjoy on the occasion of Raksha Bandhan.

Diwali

Recognizing the market potential, Cadbury decided to add the Diwali twist to Celebrations. With the 1999 campaign that surprised families with ‘Diwali Ki Meethaishubhkamnaaye’ and the ‘Har Pal Bane Ek Utsav’ campaign in 2000, people were now reveling in the Diwali festivities with a box of Cadbury Celebrations. In 2002, with the tagline “Rishtey Pakne Do” the Rich Dry Fruit

Collection was introduced in the market that got families together in festive times.

Delving beyond families, the 2004 Celebrations commercials starring Amitabh Bachchan cemented the spirit of friendship with the tagline 'Aisi Mithaas Jo Dosti Banaye Khaas'. In 2006, another Amitabh Bachchan starrer with the tagline 'Ek Aisi Mithaas, Jo Dosti Ko Banaye Aur Bhi Khaas

"celebrated the warmth of re-unions and friendships that went beyond time. In 2009, Celebrations took the brand thought deeper into the meaning of Diwali; it was now a symbol of new friendship, spreading happiness, and taking a moment to thank all those who remain unappreciated for most part of the year. Tapping into the festive mood of togetherness, Celebrations started asking people "Iss Diwali Aap Kisse Khush Kareng?"



Beverages



Cadbury Bourn Vita

The nutritional drink or the health drink industry has been marked by competition from various companies in the past few years. The health drink manufacturers in India have tried to retain their brand image by improving their product quality & by meeting consumer expectation. But only one health drink has successfully captured the heart of millions of Indians & that is Cadbury Bourn Vita. In spite of the fact that our health drink market is flooded with newer fun drinks for kids, Cadbury Bournvita has made a niche for itself as a drink for children who are mentally and physically active. Every bright and sportive kid down the block must be drinking Cadbury Bournvita.

PRODUCT

Cadbury India Ltd launched Cadbury Bournvita, a chocolate health drink in 1947 in India. But even before launching its new health product in the Indian market, Bournvita was one of the most loved chocolate drinks around the world. Bournvita is a combination of 2 words, Brown & Vita. Brown because its brown in colour & Vita because it has lots of vitamins. If I were to ask you all a simple question like what is Cadbury Bournvita. I am sure you would say Woh powder jo mummy doodh mein milati hai. But that is not what Bournvita is all about. It's a nutritional drink which acts as a dietary supplement providing nourishment along with good taste & flavors. For today's kids who detest milk in its pure state unless flavored, this is an ideal drink. It has its own unique flavor, and the taste is rich and full-bodied. It's so easy to prepare, just instant mix it into your milk. Even a child can manage this for himself when he is in a hurry to run off to play! Many children I have known just scoop up a spoonful of Bournvita fine granules into their mouth and crunch away happily... goes to prove its taste bud friendly value for kids. Ingredients: Malt extracts, sugar, cocoa powder, milk solids, liquid glucose, vitamins, Bourn Vita nutritional facts:

- 1) Gives protein.
- 2) Provides Vitamin A, Vitamin C & Vitamin B12.
- 3) Contains Calcium, Iron & Folic Acid.
- 4) It also provides our body with Niacin, pyridoxine, Riboflavin, & Thiamin which is very essential for the proper working of our nervous system.

PRICE

Normally, price is the most important element in deciding the fate of any product. While purchasing any health drinks however, a housewife or a mother who is the ultimate buyer gives price secondary importance. She will carefully study the taste & nutritive values in the health drinks. Bournvita is one of the most expensive health drinks in the market (Rs.171 for 500gms) but still due to its good taste & great nutritive values it has captured the majority of the market. It is also available in small Rs.20 pack.

PLACE

The distribution pattern followed by Cadbury Bourn vita is more or less same as the traditional channel of distribution. Cadbury's distribution network encompasses 2100 distributors and 4,50,000 retailers. The company has a total consumer base of over 65mn. Besides use of IT to improve distribution logistics, Cadbury is also attempting to improve distribution quality. To address the issues of product stability, it has installed coolers at several outlets. This helps in maintaining consumption in summer, when sales usually dip due to the fact that the heat affects product quality and thereby off take.

PROMOTION

Bourn vita always comes up with consumer promotion activities from time to time e.g. giving free gifts like plastic mugs, chess game or ludo etc. They also come up with the scheme of extra Bourn vita for the same price. The ads had very cleverly promoted this drink for intelligent school kids through organizing the famous Bourn vita Quiz Contest between different schools. This was a fantastic gimmick on television, which had caught on so well, that even adults would spare some time to watch it without fail. The Quiz Master Derek O Brian was loved by all, the young and the old alike. This Advertising concept was so successful, that they even came out with the Bourn vita General Knowledge Book (a mini encyclopedia). Cartoon Network and Cadbury India has announced a one-year promotion license agreement. Bourn vita positions itself as a healthy and nutritious drink for kids. The first promotion is the Toon Mug offer. A 500 gram Bourn vita pack comes with a mug featuring some of the best loved Cartoon Network characters. Toon buffs get a choice of over six toon mugs including: The Power puff Girls, The Flintstones, Scooby-Doo, Johnny Bravo, Dexter And Tom & Jerry. The Bournvita promotion is being supported by television commercials and in-store advertising.

Tang

PRODUCT

The world's favorite powdered beverage – Tang , is now available in India the delicious and refreshing flavors of Orange, pineapple, Lemon. Launched in March 2011, the combination of yummy taste and micronutrients such as Iron, Vitamin A B & C makes it a favorite with moms. At an affordable price, mothers are able to make a deliciously refreshing, nutritious and convenient drink for their kids.

One of power brands in India, Tang is right on trend as it delivers a winning bundle for consumers - affordability, convenience, nutrition and great fruit taste! Tang.

Sold in more than 30 countries, Tang is the latest brand from the Kraft Foods portfolio to enter the “billion dollar” brands club.

PRICE

The product is available in 3 rupees sachet and also available in 400 gram packs costing Rs.130.

PLACE OF DISTRIBUTION

The product is available in retail stores and is generally in more demand during summer season. The distributors provide the product to retailers.

PROMOTION

In 2011, Tang launched its first advertising campaign in India. Directed at mothers, who continuously strive to create a fun and exciting atmosphere to bring out the best in their child, the campaign is aimed at bringing forth the innate creativity, talent and enthusiasm in every child.

‘Aaja Rang De’-the campaign's central thought, is a lyrical and visual manifestation of adding zest and color to a child's life.

DATA COLLECTION

Facts, information systematically collected and formally presented for the purpose of drawing inferences may be called data. Statistical information collected, compiled and preserved for the

purpose of establishing appropriate relationship between variables may also be included in the data, whether statistically processed or not, play a vital role in the research and analysis of various problems in all types of area of investigations. This is the rationale of data collection in research.

SOURCES OF DATA COLLECTION

1. PRIMARY SOURCE

2. SECONDARY SOURCE

1. PRIMARY SOURCE

Primary source means first hand sources or original source at the hand of the researcher that is not collected previously. For example, the various replies by the teacher from the students as regards their assessment of teaching method constitute primary source of data. Primary data is collected through principal sources of observation, surveys. Using primary sources, researcher can collect precisely the information he wants. Primary data consist of Qualitative Data and Quantitative Data.

METHODS OF COLLECTING PRIMARY DATA

Primary data are the information generated to meet the specific requirements of the investigation to be had. Hence, the investigator is required to collect data separately for the study taken by him. A method refers to the way of gathering data. Some of the methods are as follows:

1. It includes questions answers surveys and word of mouth.

2. SECONDARY SOURCE:

Secondary data refers to information generally collected by person other than researcher for other purpose involved in the given research project at work. As an example, the annual account of a company form a primary data for that company for purpose of presenting the company's financial status and performance. But to a researcher, it may form a secondary data as it is used, perhaps in part, for some other purpose and is independent of research investigation. The source of secondary data consist of report of various government departments. RBI various reports, national sample survey report, UNO, UNICEF, WHO, ILO, and world

bank various report compiled. In facts, books, journals, dairies, letter, etc. also form secondary source of data. The main characteristics associated with such a data are that the data is readily available. Also, the researcher does not have any control over this collection. The forms and contents are shaped by those other than a particular researcher.

- The secondary data used includes company past records through internet source.

SURVEY DESIGN:

The study is a cross sectional study because the data were collected at a single point of time. For the purpose of present study a related sample of population was selected on the basis of convenience.

SAMPLE SIZE AND DESIGN :

A sample of 20 people was taken on the basis of convenience. The information is collected from the different people like students, employees, housewives, etc.

RESEARCH INSTRUMENT :

This work is carried out through self-administrated questionnaire. The question included were open ended and offered choice.

PRODUCT VARIETIES OF **CADBURY**

➤ CHOCOLATE

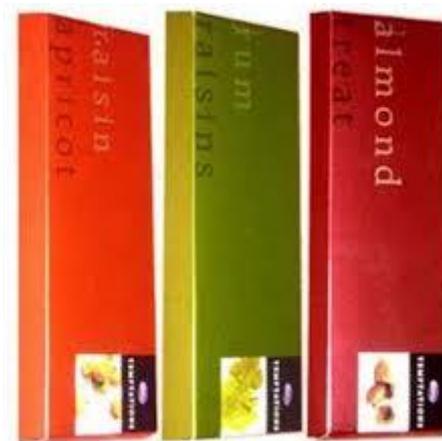
Cadbury Dairy Milk



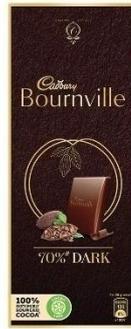
CADBURY CELEBRATION



TEMPTATION



BOURNVILLE



5STAR



PERK



GEMS



➤ BEVRAGES

BOURNVITA



TANG



➤ BISCUIT

OREO



➤ CANDY

ECLAIRS



HALLS



➤ GUMS

BUBBALOO

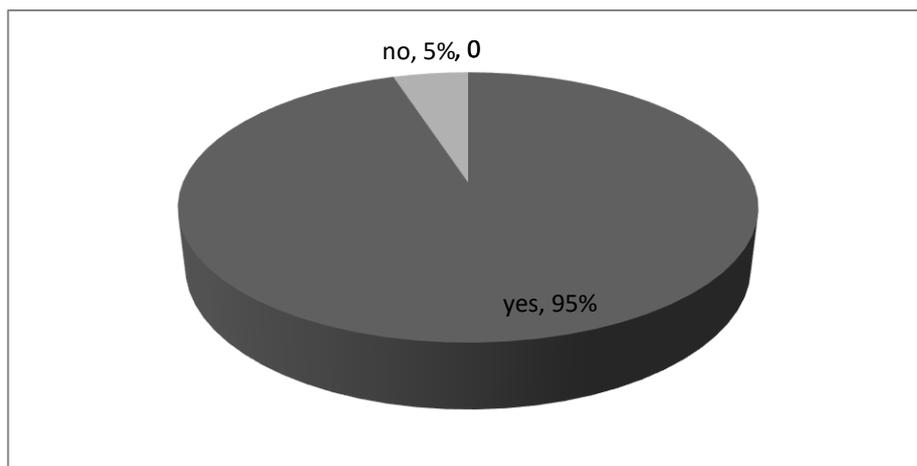


DATA ANALYSIS
&
INTERPRETATION

ANALYSIS

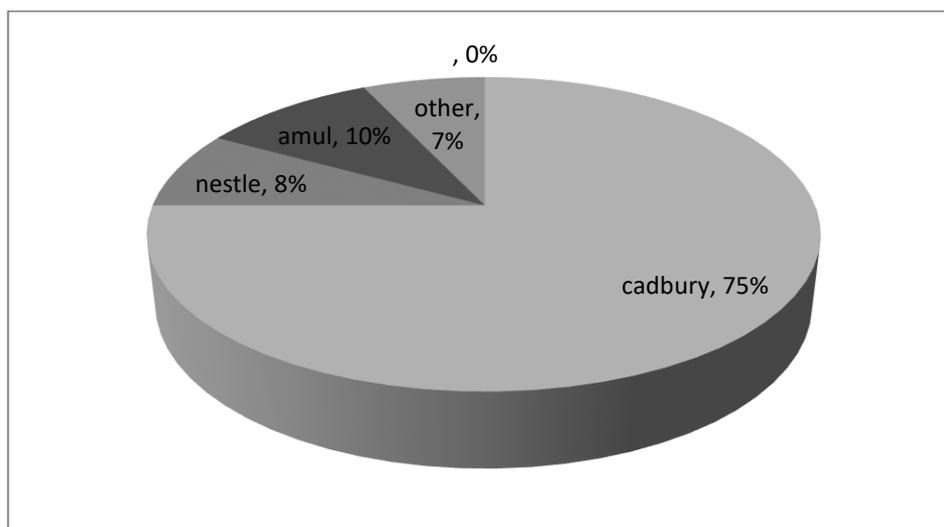
Cadbury has created its brand image in the minds of people. Today Cadbury is most preferred brand among chocolates.

1. Do you eat chocolates?



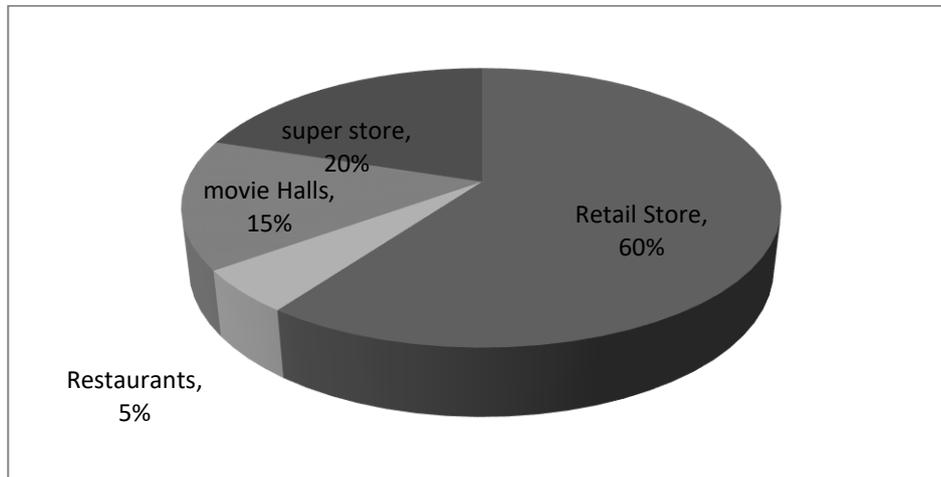
The analysis shows that 95% of people consume chocolates.

2. Which brand of chocolates do you consume?



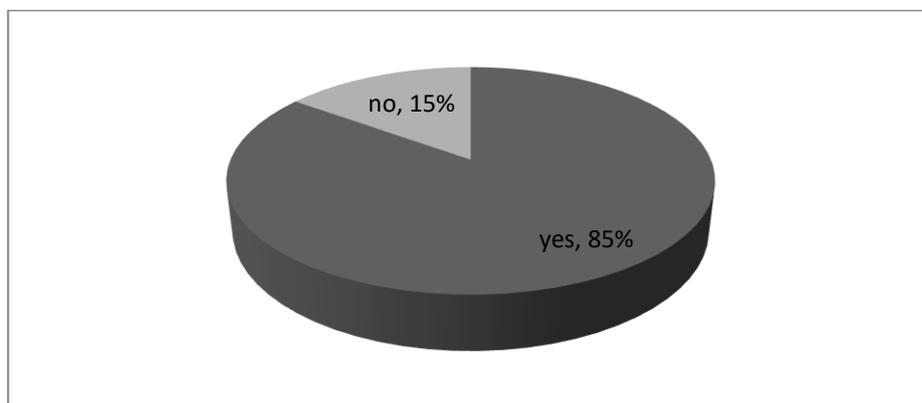
The analysis shows that about 75% of people prefer Cadbury.

3. Where do you buy chocolates from?



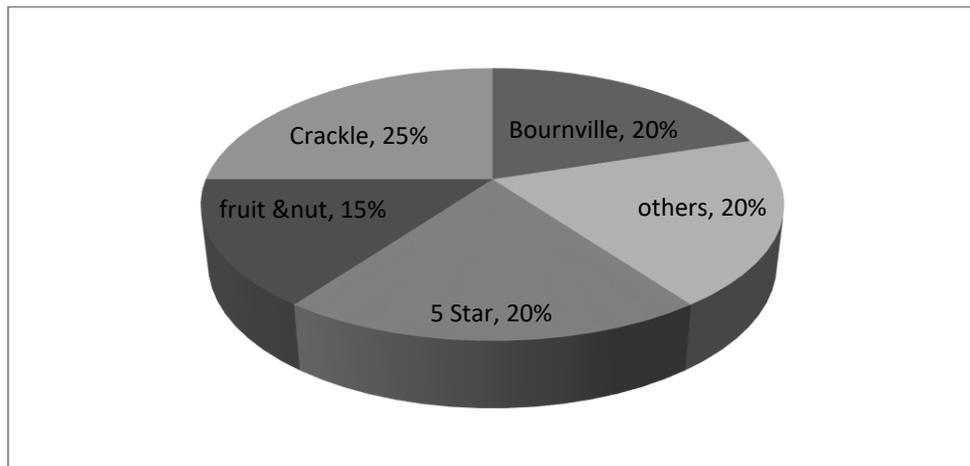
The analysis shows that most of the most of the people prefer to buy chocolates from retail stores.

4. Are you aware of any campaign of the above brands?



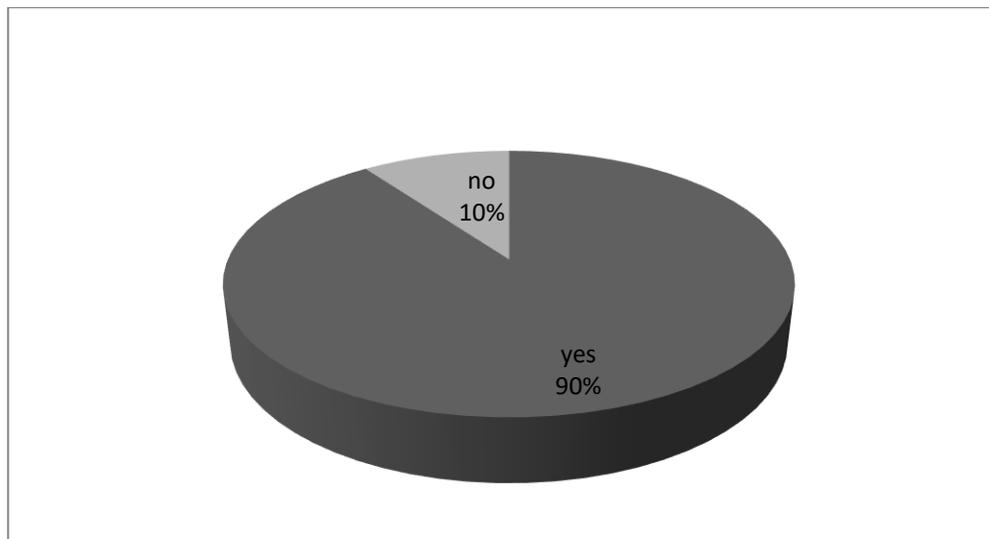
The analysis shows that most of the people are aware of the campaign of chocolate brands.

5. Which cadbury's product do you usually prefer or consume?



The analysis shows that different people prefer different Cadbury products.

6. Do you think Cadbury's chocolate is easily available in market?



90% of the people believe that Cadbury's products are easily available in market.

LIMITATION

LIMITATION

- Time Period Was short around 35-40 days.
- Number of responded were less.

FINDINGS

&

CONCLUSION

FINDINGS AND CONCLUSION

- The analysis shows that 95% of people consume chocolates.
- The analysis shows that about 75% of people prefer Cadbury.

- The analysis shows that most of the most of the people prefer to buy chocolates from retail stores.
- The analysis shows that most of the people are aware of the campaign of chocolate brands.
- The analysis shows that 95% of people consume chocolates.
- The analysis shows that about 75% of people prefer Cadbury.

Cadbury has always been coming up with new innovative products and advertisements. In the field of concept selling by using the ideas and by inventions/imagination/ psychological and cultural fields, Cadbury have mixed up various human

sentiments and created an altogether mixed market where they are able to promote and in cash benefits for themselves as well for building different human/socio relations. The companies professionals are using opportunity to directly touch the emotions of the masses and is also spending considerable amount on advertisement. There are many brand loyal people for Cadbury's products. The price range of the product is affordable to almost all classes making it more popular. The company also has a wide distribution channel making product available at all places on time. The company taps all the opportunities available and have different concept on various occasions.

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ANNEXURE

ANNEXURE

QUESTIONNAIRE

- Bornville
- Others

6. Do you think Cadbury's chocolate is easily available in market ?

- Yes
- No