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**A
Research Project
On**

Submitted To

G.S. COLLEGE OF COMMERCE & ECONOMICS (Autonomous), NAGPUR

Affiliated To

**RASHTRASANT TUKADOJI MAHARAJ,
NAGPUR UNIVERSITY**

In partial fulfillment for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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Under the Guidance of

Dr. Kamlesh Thote

G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR

For Academic Year 2023-24



G.S College of Commerce & Economics, Nagpur



Academic Year 2023-24

CERTIFICATE

This is to certify that “**KUMKUM MAURYA**” has submitted the project report titled “**(A COMPARATIVE STUDY OF CADBURY OR NESTLE FOODY BRANDS 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 by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University.

Dr. Kamlesh Thote

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G.S. College of Commerce & Economics, Nagpur



Academic Year2023

DECLARATION

I here -by declare that the project with title “(A COMPARATIVE STUDY OF
CADBURY OR NESTLE FOODY BRANDS 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. And this has not been submitted for any other examination and does not
form part of any other course undertaken by me.

KUMKUM MAURYA

Place:

Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2023-24



ACKNOWLEDGEMENT

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

I am extremely thankful to project Guide **Dr. Kamlesh Thote** for /his /her guideline throughout the project. I tender my sincere regards to Co- Ordinator, **Dr. Afsar Sheikh** 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 thanks all those who helped me in making this project complete and successful.

Kumkum Maurya

Place:

Date

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CHAPTER 1

INTRODUCTION

INTRODUCTION:

The Cadbury family founded their chocolate company in 1824 in Birmingham and later became among the first to sell milk chocolate that everyone could enjoy.

The image shows the Cadbury logo, which is the word "Cadbury" written in a gold, cursive script font. The letters are thick and have a slight shadow, giving it a three-dimensional appearance. The logo is centered on the page.

WHERE IT ALL BEGAN

THE 1800s

It was in 1824 that Quaker businessman John Cadbury opened his first shop, a grocer's in Birmingham's Bull Street. It was to be the beginnings of a family business that would make milk chocolate the popular treat it remains in the UK and act as a pioneer of good business practices. By the 1880s the Cadbury family had their own 'factory in a garden' in Bournville, to make chocolate while providing a safe and healthy environment for their employees to live and work.

JOHN CADBURY OPENS A GROCER

IN BIRMINGHAM, ENGLAND

His vision was to provide beverages as a substitute for alcohol. He sold cocoa and drinking chocolate, which he prepared himself using a pestle and mortar.

Cadbury, formerly Cadbury's and Cadbury Schweppes, is a British multinational confectionery company owned by Mondelez International (originally Kraft Foods) since 2010. It is the second-largest confectionery brand in the world, after Mars. Cadbury is internationally headquartered in Greater London, and operates in more than 50 countries worldwide. It is known for its Dairy Milk chocolate, the Creme Egg and Roses selection box, and many other confectionery products. One of the best-known British brands, in 2013 The Daily Telegraph named Cadbury among Britain's most successful exports.

CADBURY

Company type

Subsidiary

Industry

Confectionery

Founded

4 March 1824; 199 years ago in Birmingham, England.[1]

Founder

John Cadbury

Headquarters

Uxbridge Business Park, Greater London, England

Key people

Dirk Van de Put

(Chairman &

CADBURY

Cadbury was founded in 1824 in Birmingham, England, by John Cadbury (1801–1889), a Quaker who sold tea, coffee and drinking chocolate. Cadbury developed the business with his brother Benjamin, followed by his sons Richard and George. George developed the Bournville estate, a model village designed to give the company's workers improved living conditions. Dairy Milk chocolate, introduced by George Jr in 1905, used a higher proportion of milk in the recipe than rival products. By 1914, it was the company's best-selling product. Successive members of the Cadbury family have made innovations with chocolate products. Cadbury, Rowntree's and Fry's were the big three British confectionery manufacturers throughout much of the 19th and 20th centuries.



NESTLÉ'S

Nestle products include baby food , medical food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. Twenty-nine of Nestlé's brands have annual sales of over 1 billion, including Nespresso, Nescafé, Kit Kat, Smarties, Nesquik, Stouffer's, Vittel, and Maggi. Nestlé has 447 factories, operates in 189 countries, and employs around 339,000 people. It is one of the main shareholders of L'Oreal, the world's largest cosmetics company.



Nestlé was formed in 1905 by the merger of the "Anglo-Swiss Milk Company", which was established in 1866 by brothers George and Charles Page, and "Farine Lactée Henri Nestlé" founded in 1867 by Henri Nestlé. The company grew significantly during World War I and again following World War II, expanding its offerings beyond its early condensed milk and infant formula products. The company has made a number of corporate acquisitions including Crosse & Blackwell in 1960, Findus in 1963, Lbby's in 1971, Rowntree Mackintosh in 1988, Klim in 1998, and Gerber in 2007.

The company has been associated with various controversies, facing criticism and boycotts over its marketing of baby formula as an alternative to breastfeeding in developing countries (where clean water may be scarce), its reliance on child labour in cocoa production, and its production and promotion of bottled water.

CHAPTER 2

COMPANY PROFILE

CADBURY

Cadbury is a British multinational confectionery company owned by Mondelez International. It is the second largest confectionery brand in the world after Mars. Cadbury is headquartered in Uxbridge, London, and operates in more than fifty countries worldwide. Its best known products include Dairy Milk chocolate.

In 1824, John Cadbury began to sell tea, coffee and drinking chocolate from his premises in Birmingham. Cadbury developed the business with his brother Benjamin, and later his sons Richard and George. George developed the Bournville estate, a model village designed to improve the living conditions of company employees. Dairy Milk chocolate, introduced in 1905, used a higher proportion of milk within the recipe compared with rival products. By 1914, the chocolate was the company's best-selling product.

Cadbury merged with J. S. Fry & Sons in 1919, and Schweppes in 1969. Cadbury was a constant constituent of the FTSE 100 from the index's 1984 inception until the company was bought by Kraft Foods in 2010.



NESTLE

Nestlé, the Swiss multinational food and beverage giant, has established itself as a formidable force in the global market since its inception in 1866 by Henri Nestlé, who revolutionized infant nutrition with his creation of a nutritious infant cereal. Over the years, Nestlé has expanded its reach to nearly every corner of the globe, operating in numerous countries with an extensive portfolio of over 2,000 brands across various categories including baby food, bottled water, cereals, chocolate, coffee, dairy products, ice cream, and pet foods. Key brands like Nescafé, KitKat, Maggi, and Purina have become household names, contributing significantly to Nestlé's prominence.

Nestlé's business is diversified across several segments including beverages, dairy, ice cream, nutrition, prepared foods, and pet care, ensuring a broad market presence and resilience against economic fluctuations. Moreover, the company has demonstrated a strong commitment to sustainability, aiming to reduce its environmental footprint and support local communities. This includes ambitious targets to achieve zero net greenhouse gas emissions by 2050 and initiatives to promote water stewardship and combat child labor in its supply chain.

The company's dedication to research and development fuels its continuous innovation, enabling Nestlé to adapt to changing consumer preferences and health trends while maintaining high-quality products. Additionally, Nestlé actively engages in corporate social responsibility initiatives such as nutrition education programs and human rights advocacy, reflecting its commitment to ethical business practices.



Despite its global success, Nestlé faces challenges typical of multinational corporations, including evolving consumer preferences, regulatory scrutiny, and competition from both established rivals and emerging disruptors in the food and beverage industry. However, Nestlé's strong financial performance, coupled with its long-standing history, diverse product portfolio, global reach, and unwavering dedication to sustainability and innovation, solidify its position as a significant player in the ever-evolving landscape of the food and beverage sector.

CHAPTER 3

RELEVANCE OF STUDY

RELEVANCE OF STUDY

The relevance of studying Cadbury could encompass various aspects, including its historical significance in the chocolate industry, its impact on marketing and branding strategies, its contributions to corporate social responsibility, and its resilience in adapting to changing consumer preferences. Analyzing Cadbury's evolution and business practices can provide insights into broader economic, cultural, and ethical dimensions of the corporate world.

Studying Nestle is relevant for various reasons. It provides insights into multinational corporations, business strategy, marketing, and global supply chains. Analyzing Nestle's practices also helps understand the dynamics of the food and beverage industry, corporate social responsibility, and the impact of large companies on local economies and communities.

CHAPTER 4

NEEDS OF THE STUDY

NEEDS OF THE STUDY

- Studying the Cadbury brand is essential to understand consumer behavior, market trends, and competitive dynamics in the chocolate and confectionery industry. It helps identify strengths, weaknesses, opportunities, and threats, enabling informed business decisions and effective marketing strategies.
- Studying Nestle involves exploring various aspects, including its:
 1. Business Strategies: Analyzing Nestle's market strategies, product development, and global expansion plans.
 2. Financial Performance: Examining the company's financial statements, revenue streams, and profitability.
 3. Supply Chain Management: Understanding how Nestle manages its extensive supply chain for sourcing raw materials and distributing products globally.

OBJECTIVE OF THE STUDY

- ❖ This project is based on the comparative study consumer behavior towards Nestle and Cadbury chocolates. Objectives of the study are: The other objective is to know about the customer satisfaction level associated with the product and the customer preference level. To increase customer satisfaction and recapture the market share by fulfilling the customer needs. To study the factors affecting the consumption pattern.
- ❖ Cadbury is renowned primarily for its chocolate confectionery products, including iconic items like Dairy Milk, Creme Egg, and Roses selection boxes. Nestlé's product range is more diverse, spanning across various food and beverage categories, including coffee (Nescafé), bottled water, dairy products, and chocolate (KitKat, Aero).
- ❖ Nestlé often emphasizes innovation across its broad product range, investing in health and wellness trends, plant-based alternatives, and sustainable packaging solutions. Cadbury focuses more on confectionery innovation, with new flavors, formats, and limited editions of its chocolate products to maintain consumer interest and adapt to market trends.
- ❖ Both companies have initiatives aimed at sustainable and ethical sourcing, but their approaches and the scrutiny they face can differ. Cadbury's Cocoa Life program aims to improve the livelihoods of cocoa farmers and ensure sustainability in the cocoa supply chain. Nestlé has faced criticism over the years for various practices but has implemented numerous sustainability initiatives, such as the Nestlé Cocoa Plan and commitments to environmental sustainability.

LIMITATIONS OF STUDY

1. Limitations of a study in a project typically refer to factors that may affect the interpretation or generalizability of the findings. Some common limitations include sample size constraints, time constraints, limited access to data or resources, potential biases, and constraints related to the methodology used. It's important to acknowledge these limitations to provide context for the study's results and to guide future research efforts.



HYPOTHESIS

H1: Childrens Consuming Chocolates More Than Elders

H2: Peoples Are Brand Loyal

H3: Peoples Are Consuming More Chocolates On Particulae Occasions

H4: Peoples Are Buying Chocolates On The Bases Of Flavour, Size, Colour, Brand, Taste, And Price.

CHAPTER 5
RESEARCH DESIGN &
METHODOLOGY

RESEARCH METHODOLOGY

This chapter describes the methodology of the study. This project is based on information collected from primary sources as well as secondary sources. After the detailed study, an attempt would be made to present comprehensive analysis of consumption of Cadbury and nestle chocolates consumed by the people. The data would be used to cover various aspects like consumption, consumer's preference and customer's satisfaction regarding Cadbury and Nestle chocolates. In collecting requisite data and information regarding the topic selected, I would go to the residents of Ludhiana city and also some retailers to collect the data.

Sample Size And Design:

-

A sample of 100 people was taken on the basis of the formula calculation. The actual consumers would be contacted on the basis of random sampling. The target people will be anyone who eats Cadbury or nestle chocolate only.

Sampling Frame:

All the customers who buy Cadbury chocolates and Nestle chocolates.

Research Instrument:

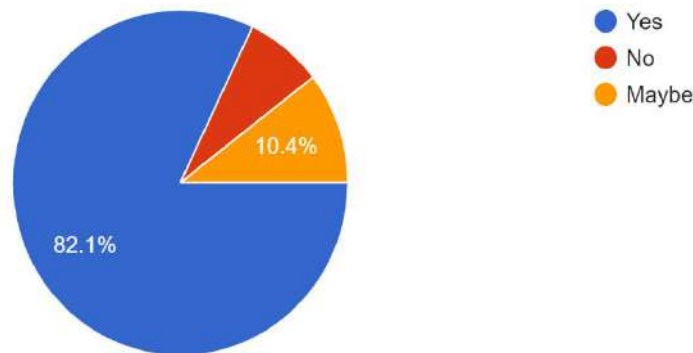
This work is carried out through questionnaires. The questions included are multiple choice questions.

CHAPTER 6
DATA ANALYSIS AND
INTERPRETATION

ANALYSIS OF DATA COLLECTION AND INTERPRETATION

1.Do you like to eat Cadbury Dairy milk?

Sr.No	Particular	Responses	Percentage
1	Yes	55	82.1%
2	No	5	4%
3	Maybe	7	10.4%
4	Total	67	100%



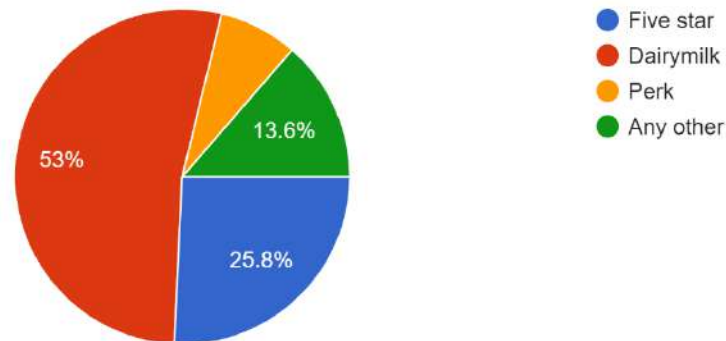
INTERPRETATION

Hence there are majority like to eat chocolate only 82.1% people prefer cadbury

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

Sr.No	Particular	Responses	Percentage
1	Five star	17	25.8%
2	Dairymilk	35	53%
3	Perk	6	7.6%
4	Any other	9	13.6%
5	Total	67	100%

66 responses

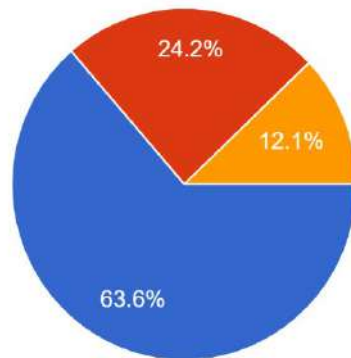


INTERPRETATION

Hence 56% of people think of Cadbury Dairymilk chocolate most famous chocolate of brand

3. Have you ever tasted the new Cadbury Silk ?

Sr.No	Particular	Responses	Percentage
1.	Yes	35	63.6%
2.	No	16	24.2%
3.	Maybe	16	12.1%
4.	Total	67	100%

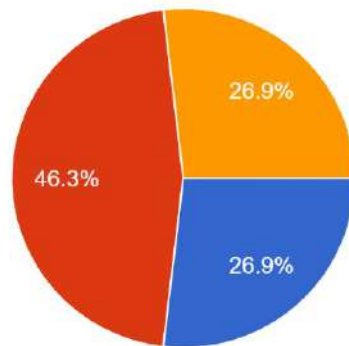


INTERPRETATION

Hence 63.6% of people think that the Cadbury dairymilk silk more tasties then 24.2% other brand,people is just agree to it

4 .How many chocolate bars would you purchase in one week

Sr.No	Particular	Responses	Percentage
1.	5-10	18	29.9%
2.	1-3	31	46.3%
3.	Not at all	18	26.9%
4.	Total	67	100%

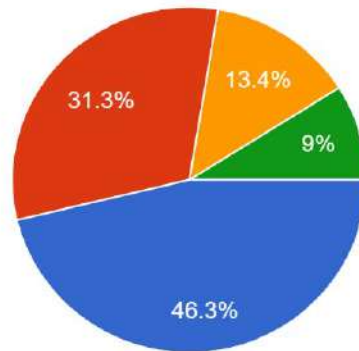


INTERPRETATION

Hence 46.3% of the people buy 1-3 in one week, 29.9% of the people buy 5-10 but some peoples 26.9% don't purchase after each

5. Can you give your favourite chocolate one adjective?

Sr.No	Particular	Responses	Percentage
1.	Yummy	31	46.3%
2.	Tasty	21	31.3%
3.	Crunchy	9	13.4%
4.	Other	6	9%
5.	Total	67	100%

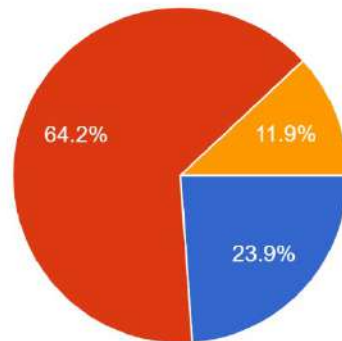


INTERPRETATION

Hence 46.3% peoples believes that the Cadbury brand more yummy chocolate ,while 31.3% peoples believes that the Cadbury chocolates brand minimal in taste , as well as 13.4% peoples believes in Cadbury crunch , but 9% peoples belives in other benefits

6 .Do you think Cadbury Dairy milk is a commodity consumed by children's only?

Sr.No	Particular	Responses	Percentage
1	Yes	16	23.9%
2	No	43	64.2%
3	Maybe	8	11.9%
4	Total	67	100%

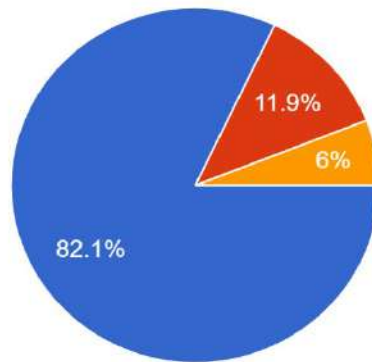


INTERPRETATION

Hence 64.2% think Cadbury dairy milk commodity not consumed by children's only, while 23.9% peoples think Cadbury for only children's, and some peoples not sure about that

7. Have you heard about Nestle

Sr.No	Particular	Responses	Percentage
1	Yes	55	82.1%
2	No	8	11.9%
3	Maybe	4	6%
4	Total	67	100%

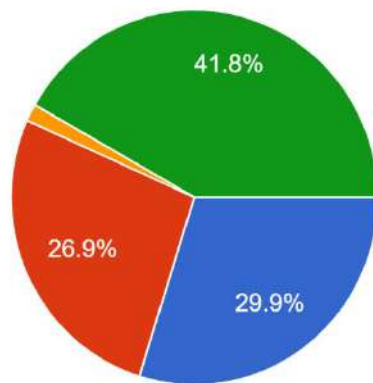


INTERPRETATION

Hence 82.1% peoples heared about the Nestle brand, while 11.9% responses less then 82.1%, but some peoples not sure about nestle.

8. How do you see Nestle Company as?

Sr.No	Particular	Responses	Percentage
1	Coffee company	20	29.9%
2	Chocolate company	18	26.9%
3	Baby food company	1	1.5%
4	All of above	28	41.8%
5	Total	67	100%

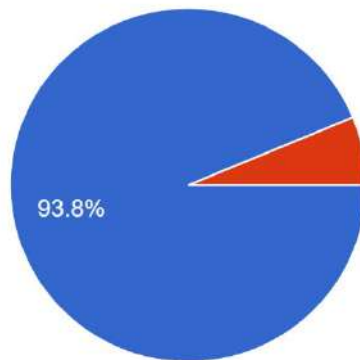


INTERPRETATION

Hence 41.8% see nestle company in all in one foody things, while 29.9% peoples belives in nestle coffee brand, but some peoples respons on chocolate or baby food brand.

9. What do you like Maggi or top Ramen ?

Sr.No	Particular	Responses	Percentage
1	Maggi	60	93.8%
2	Top Ramen	7	6.3%
3.	Total	67	100%

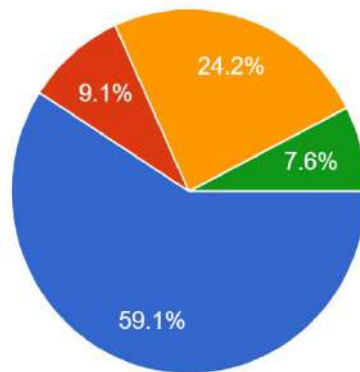


INTERPRETATION

Hence 93.8% believes in top Maggi Nestle brand instead, 6.3% of people believe in top Ramen.

10. Which of the following reasons would you purchase Nestle Product for?

Sr.No	Particular	Responses	Precentage
1	Quality	39	59.1%
2	Price	6	9.1%
3	Taste	16	24.2%
4	I do not buy anything from Nestle	6	7.6%
5	Total	67	100%

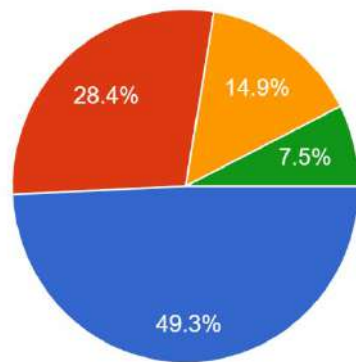


INTERPRETATION

Hence 59.1% believes in nestle quality, while 24.2% believes in nestle brand taste, some people trust on the nestle price, but some people are not sure about that.

11. How many brands of Nestlé do you know?

Sr.No	Particular	Responses	Percentage
1	1-3	33	49.3%
2	4-5	19	28.4%
3	16-20	10	14.9%
4	More than 50	5	7.5%
5	Total	67	100%

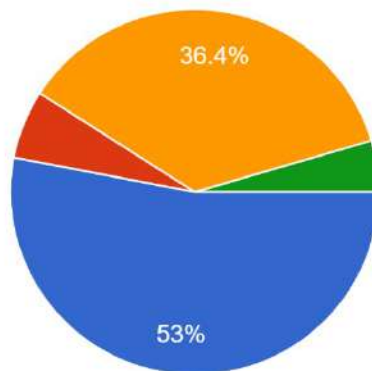


INTERPRETATION

Hence 49.3% peoples the brand of nestle ,knows only 1-3 product which is related to the nestle brand, while 28.4% knows only product minimum 4-5, but 14.9% peoples knows 16-20 products of nestle brand, and some peoples which is 7.5% knows more than 50 product about the nestle.

12. Does the company's image play a role in your purchase decision?

Sr.No	Particular	Responses	Percentage
1	Yes, very much	35	53%
2	No	4	6.1%
3	Yes, Somewhat	24	36.4%
4	No, not at all	4	4.5%
5	Total	67	100%

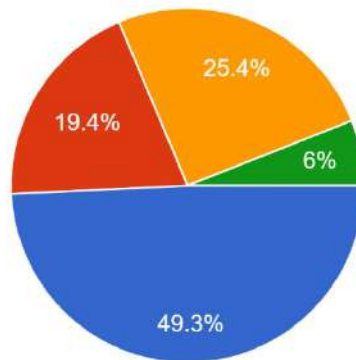


INTERPRETATION

Hence 53% peoples like to purchase nestle food product, while some people which is 36.4% purchase less than 53% but, some peoples which is 6.1% or 4.5% used in minimal way

13 . Have you purchased products from Nestlé or its subsidiaries in the last four weeks?

Sr.No	Particular	Responses	Percentage
1	Yes	33	49.3%
2	No	13	19.4%
3	Don't know probably yes	17	25.4%
4	Don't know probably no	4	6%
5	Total	67	100%

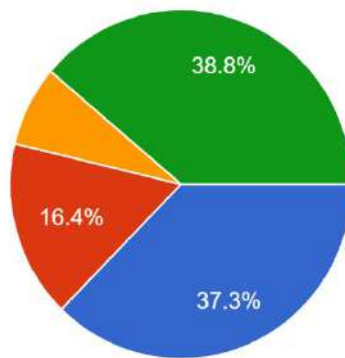


INTERPRETATION

Hence 49.3% product purchase from nestle or its subsidiaries but, 25.4% or 6% peoples don't know probably, while 19.4% they have don't purchase any more.

14 .Yours trust on Cadbury brand or Nestle brand?

Sr.No	Particular	Responses	Percentage
1	Cadbury	25	37.3%
2	Nestle	11	16.4%
3	None of above	5	7.5%
4	Both	26	38.8%
5	Total	67	100%



INTERPRETATION

Hence many peoples suppose 38.8% or 37.3% trust on both company Nestle or Cadbury, while some peoples belives in separate company that is 19.4% or 6%

CHAPTER 7

FINDINGS AND SUGGESTION

FINDINGS

CONSUMER RESEARCH:

Consumer research deals with consumer and their problems and solutions to the problems. In this we came to know about the consumers need and expectation levels regarding products and ascertainable levels of consumer satisfaction.

PRODUCT RESEARCH:

Under product research I came to know about the modification which consumers want as to the quality packing, shape, color, and quantity etc. of their favorite chocolate.

PRICING RESEARCH:

This includes ability to consume, to pay for the product, how much a person can spend on his/her favorite chocolate. In this I have tried to find out consumer's price expectations and reactions.

ADVERTISING RESEARCH:

Under this I have concluded that whether the advertisement appeals the consumers or not. This also includes evaluating and selecting the proper media-mix and measuring advertising effectiveness. From the one and half month experience of our research project with Consumer preference towards Nestle and Cadbury Chocolates, We have come to know lot things and it has enhanced our knowledge to great extent. We found many things which are well executed by distributors. Here are some of the key findings given by us are purely based on our research. It doesn't have any kind of bias from our side.

They are given as under:

By doing the comparison of Nestle and Cadbury chocolates, we have found that the preference of the chocolates more preferred by the consumer is Cadbury. From the analysis we have found that Nestlé's some brand has covered 50% of the market in one product (Munch) of the chocolates which is a very good sign for the company. Through the research we found that consumer is very conscious about the quality of the product in that matter they are not ready to compromise. And we found both company product are very qualitative. In some cases we found that if a product is not available in the market than some consumer would to switchover to another product or brand. So from these survey we have found that the consumption of the chocolates are more in children and teenage group though having any occasion or not having any occasion. The most selling product of both the companies is in small size of chocolates and the market share is 73% because it's not much costlier and is also easily available & affordable.

SUGGESTIONS

Chocolates products at Mumbai city are available in comparison to previous years, but still there is requirement of development in Chocolate products. Due to increasing overall cost in Chocolate Products everywhere, cost format should be made as such that it is affordable to each and everyone in the society. In this we also found that if the demanded brand is not available, so at that time the customers switch over the brand of the chocolate so, here the company should build up the healthy distribution channel by which company can attract the customers and company lose the fear from the market. Company should concentrate more on television for advertisement, as mostly people get attracted through television only. For promotional offers, company should go for free gifts rather than going for other ways. Nestle company should concentrate on its packing as people are least satisfied with it while Cadbury should concentrate on the shape of a chocolate. People are unsatisfied with the price and quantity of chocolate so companies should concentrate in this regard also.

CHAPTER 8

CONCLUSION

CONCLUSION

A survey of the people has been conducted to know the liking pattern of the two products Cadbury and Nestle. It is observed that overall people like to eat Cadbury brand rather than Nestle. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its Flavor/taste, quality and image and due to its hard form. Some people often like to have a Chocolate with good flavor, quality hard form. Some people often like to have a chocolate with good flavor, quality taste and crunchiness. It is thus concluded from the facts collected that mostly people refer to buy big pack of their favorite chocolate, and sometimes some of them go for small and family pack.

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CHAPTER 9

BIBLIOGRAPHY

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CADBURY

<http://www.chocolate.com>

<http://www.cadbury.com>

<http://www.allchocolate.com>

www.wikipedia.com

<http://www.reviewstream.com>

NESTLE

www.nestle.com

<http://www.foodanddrinkeurope.com>

<http://www.foodnavigator.co>

CHAPTER 10

APPENDICES

QUESTIONNAIRE

Fill your details

Name: _____

Gender: _____

How old are you: _____

Profession: _____

Income: _____

Area/ district you live: _____

Foody Brands Querries:

1. Do you like to eat Cadbury Dairy milk?
 - (a) Yes
 - (b) No
 - (c) Maybe

2. When you think of Cadbury, which chocolate comes to your mind?
 - (a) Five star
 - (b) Dairymilk
 - (c) Perk
 - (d) Anyother

3. Have you ever tasted the new Cadbury Silk ?
 - (a) Yes
 - (b) No
 - (c) Maybe

4. How many chocolate bars would you purchase in one week?
 - (a) 5-10
 - (b) 1-3
 - (c) Not at all

5. Can you give your favourite chocolate one adjective?
 - (a) Yummy
 - (b) Tasty
 - (c) Crunchy
 - (d) Other

6. Do you think Cadbury Dairy milk is a commodity consumed by children's only?
 - (a) Yes
 - (b) No
 - (c) Maybe

7. Have you heard about Nestle?
 - (a) Yes
 - (b) No
 - (c) Maybe

8. How do you see Nestle Company as?
 - (a) Coffee company
 - (b) Chocolate company
 - (c) Baby food company
 - (d) All of above

9. What do you like Maggi or top Ramen?
 - (a) Maggi
 - (b) Top Ramen

10. Which of the following reasons would you purchase Nestle Product for?

- (a) Quality
- (b) Price
- (c) Taste
- (d) I do not buy anything from Nestle

11. How many brands of Nestlé do you know?

- (a) 1-3
- (b) 4-5
- (c) 16-20
- (d) More than 50

12. Does the company's image play a role in your purchase decision?

- (a) Yes, very much
- (b) No
- (c) Yes, Somewhat
- (d) No, not at all

13. Have you purchased products from Nestlé or its subsidiaries in the last four weeks?

- (a) Yes
- (b) No
- (c) Don't know probably yes
- (d) Don't know probably no

14. Your trust on Cadbury brand or Nestle brand?

- (a) Cadbury
- (b) Nestle
- (c) None of above
- (d) Both

