

chain interruptions. These measures will help Cadbury handle market difficulties and preserve its competitive advantage in the chocolate sector.

8.0 Strategic Priorities

8.1 Healthier Alternatives

With 51% of customers showing interest in chocolate bars supplemented with additional fruit and nuts, there is great potential for such goods to help businesses develop a non-HFSS presence, as proven by Cadbury's recent fruity and nuts product releases (Mintel, 2023). Fortified chocolates with added nutrients such as antioxidants or fibre using modern technologies could position it as premium offerings aimed at health-conscious consumers who prioritise wellness and seek better-for-you indulgence options.

8.3 AR Social Media Campaign to Boost Products Offerings and In-Store Visibility

Create targeted promotional campaigns and pricing discounts to increase in-store presence and capture consumer attention. Use seasonal events, holidays, and special occasions to provide discounts, package deals, or limited-time offers on Cadbury items. Using interactive AR content that might be integrated into packaging, print ads, digital platforms, or in-store displays and consistent with the campaign's goals and connects with the target audience. Social media may be used to market this AR material, which can increase consumer interaction not only in the UK but globally, and it does not cost much to promote on social media.

8.3 Expand Cadbury Flavour in New International Market

One specific strategic aim for Cadbury in expanding its flavour offerings into new foreign markets might be to do extensive market research to uncover flavour preferences and cultural subtleties in target locations. For example, if Cadbury notices a rising trend towards unusual fruit flavours in a certain country, it may create new versions such as mango or durian flavour to accommodate to

local tastes. Cadbury might also work with local influencers or celebrities to promote the new flavours and create excitement among the target population. This strategy would enable Cadbury to create a greater presence in new areas and grab market share by providing creative and culturally relevant flavour alternatives.

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
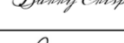

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Appendix

In our first meeting on March 6, 2024, we discussed the Market Audit Proposal, examined current Cadbury concepts, and highlighted key emphasis areas. Action points included performing further research and developing audit sections. During the ensuing meeting on April 18, 2024, we discussed the basic draft and set assignments to revise and finish certain areas. On April 23, 2024, we examined the second draft, answered criticism, and hoped to complete the audit. The remaining work were on fine-tuning revisions and finishing the final manuscript.

Table 2 Meeting Log

The University of Northampton	MKT4002 Marketing Research Project Supervision Record Form		
Student Name	Gertrudis <u>Novindya</u> Maheshwari Purboningtyas		
Supervisor Name	Barry Crisp		
Meeting Date	Topics Discussed	Action Points	Signatures
6/03/2024	<ol style="list-style-type: none"> 1. Market Audit Proposal. 2. Current ideas, company (Cadbury) and notes. 3. Key areas to focus on. 	<ol style="list-style-type: none"> 1. Conduct further research into Cadbury and its competitors. 2. Write first draft of market audit or section of market audit (re. PESTLE, etc). 	Student  Supervisor 
18/04/2024	Discussed first draft of work, as well as final sections that needs completing	<ol style="list-style-type: none"> 1. Go over comments and make <u>edits</u> 2. Write competitor analysis and marketing mix. 	Student  Supervisor 
24/04/2024	Discussed second draft of work	<ol style="list-style-type: none"> 1. Go over comments and make <u>edits</u> 2. Work towards completing final/complete draft 	Student  Supervisor 