

THESIS

Strategic Marketing Audit of Cadbury in the United Kingdom



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STATEMENT OF THESIS AUTHENTICITY

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ABSTRACT

Cadbury has significantly shaped the confectionery market, particularly in chocolate. The company is known for pioneering cocoa and drinking chocolate and now operates in over 30 countries with more than 10 manufacturing facilities. Cadbury's Cocoa Life program is a key initiative aimed at sustainable cocoa sourcing, targeting engagement with around 300,000 cocoa farmers by 2030. This paper analyzes Cadbury's commitment to responsible production, examining the impact of macro-level factors such as regulations, economic conditions, and competitive dynamics on its market performance. The study also addresses challenges and opportunities arising from demographic shifts and technological advancements, while highlighting how Cadbury's strong brand and marketing strategies position it to overcome obstacles and maintain its industry leadership.

Keywords

Cadbury, chocolate, Cocoa Life, sustainable sourcing, market dynamics, brand strategy

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Executive Summary

This paper provides an in-depth analysis of the confectionery market, focusing particularly on chocolate, and examines Cadbury, a company with a rich 200-year history. Cadbury has been instrumental in introducing cocoa and drinking chocolate and has established a strong presence across 30 countries with more than 10 manufacturing facilities. The company's mission revolves around achieving sustainable cocoa sourcing through its Cocoa Life program by 2025, aiming to engage with around 300,000 cocoa farmers by 2030. Cadbury is committed to responsible snack production, prioritizing ethically sourced raw materials to minimize environmental impact and promote long-term community benefits. Macro-level factors, including governmental regulations, economic conditions, competitive dynamics, and marketing strategies, significantly influence Cadbury's operations and market performance. Demographic shifts and technological advancements present both challenges and opportunities for Cadbury to adapt its product offerings and marketing approaches. Despite facing challenges such as market share erosion, flavor perception issues, and innovation gaps, Cadbury's strong brand recognition and marketing prowess position it well to capitalize on emerging growth opportunities and maintain its leadership in the chocolate industry.

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