

1.0 Introduction

This paper focuses on the confectionery market, particularly chocolate. Cadbury has been in business for 200 years, enabling businesses and individuals via sustainable practices and life values. The goal of this research is to examine the macroeconomic, microeconomic, competitors, and marketing mix aspects that impact Cadbury as a corporation and to provide strategic goals for Cadbury to enhance its operations.

2.0 Company Background

2.1 History

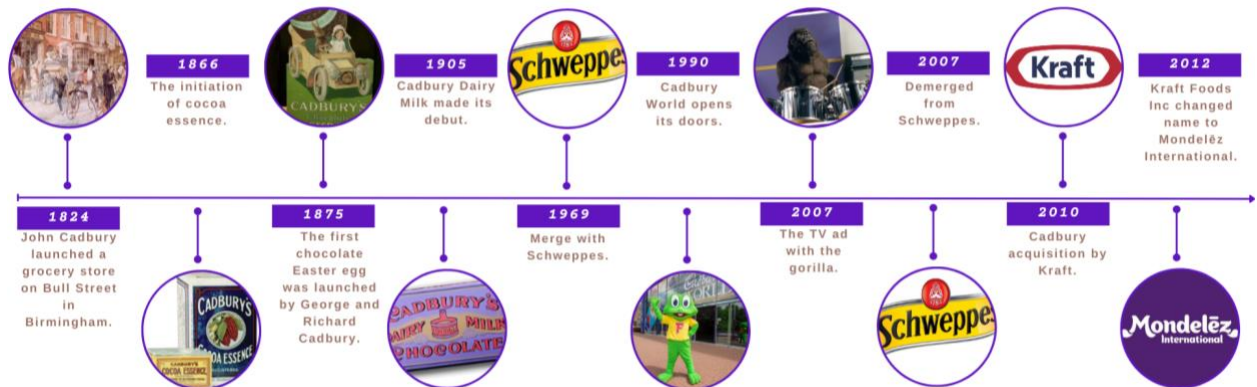


Figure 1 Cadbury Timeline (Cadbury, 2024a)

In 1824, John Cadbury opened a grocery store in Bull Street, Birmingham, where he introduced cocoa and drinking chocolate among other products (Cadbury, 2024b). Venturing into manufacturing with the assistance of his sons George and Richard in 1831, they later launched Cadbury Cocoa Essence in 1866 (Cadbury, 2024b). Their dedication to enhancing the welfare of their employees led to the construction of a new factory in Bournville (Cadbury, 2024b). Bournville experienced a period of scientific management led by younger board members, who added various improvements such as analytical laboratories, advertising and marketing offices, a sales department, and staff training facilities (Cadbury World, 2024). Throughout wartime, this factory played a crucial role in supporting the war effort, and post-war, Cadbury adapted to changing consumer preferences by pioneering TV advertising in Britain (Cadbury, 2024b). In response to the demand for on-the-go snacks in the 70s and 80s, they introduced smaller chocolate bars