

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

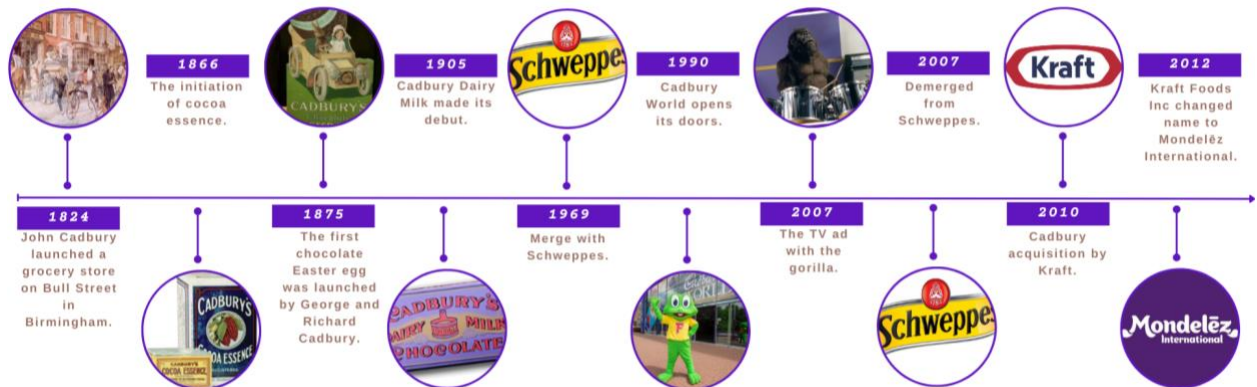


Figure 1 Cadbury Timeline (Cadbury, 2024a)

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

like Double Decker and Wispa, each featuring unique packaging and design elements (Cadbury, 2024b). Cadbury joined Kraft Foods in 2010 in a purchase of £11.5 billion, and Kraft Foods was renamed as Mondelez International, Inc. in 2012 (Mondelez, 2024a). Furthermore, Cadbury prioritizes both product excellence and community support, investing nearly £300 million in modernizing United Kingdom factories and fostering innovation (Cadbury, 2024c). Additionally, with a focus on research and development, the United Kingdom serves as the primary hub for creating new Cadbury products globally, while charitable donations through the Cadbury Foundation exceed £15 million, demonstrating commitment to making a positive difference (Cadbury, 2024c).

2.2 Cadbury's Profile

Cadbury products are available in 30 nations, with more than 10 countries as the manufacturing facilities, and its major markets comprise the United Kingdom, Australia, and India (Mondelez, 2024b). Cadbury's workforce exceeds 45,000 workers, who play an important role in communities throughout the world (Cadbury, 2008). Cadbury has developed into a treasured national brand owing to collaborations with family-run businesses like as Fry and Sons and Trebor Bassett, which ensure its products are accessible and affordable across a wide range of retail channels (Cadbury, 2024b). Year after year, Cadbury has witnessed a consistent increase in its market share, with previous declines being reversed and a rapid growth observed, moving from 31.1% to a peak of 35.3% in 2020, and maintaining at 34.3% in 2021, where each percentage point represents roughly £40 million in value (WARC, 2022a).

2.3 Mission Statement and Objectives

Cadbury's commitment to sustainability and ethical sourcing extends to its ambitious goal of sourcing all cocoa volume for its chocolate products through Cocoa Life by 2025 (Cadbury, 2024d). Concurrently, the company endeavours to aid Cocoa Life in engaging around 300,000 cocoa farmers by 2030, fostering advancements in livelihoods, reinforcing child protection mechanisms, and promoting sustainable agricultural practices within Cocoa Life communities (Cadbury, 2024d).