



Cadbury®



WORLD
DUNEDIN N.Z.



CADBURY- SALES & DISTRIBUTION

TEAM MEMBERS: 1. AGRAWAL BHAVIN (02)

PROFESSOR : MR. NEERAJ RAMNANI

INSTITUTE : SOM-LALIT INSTITUTE OF MANAGEMENT STUDIES (SLIMS)

History of Cadbury

1897
The first Cadbury solid chocolate bar is sold.

2008
Cadbury Schweppes demerger took with the drinks business becoming Dr. Pepper Snapple Group Inc.


2012-13
Cadbury India profit slows to six year low PAT growth 2.2% under the new parent Mondelez International.


1948
Cadbury began its operations in India by importing Chocolates

2009
Acquisition by Kraft Foods: £11.5 billion (US\$18.9 billion) indicative takeover bid for Cadbury

2012
The confectionery business of Kraft became Mondelēz International, of which Cadbury is a subsidiary.

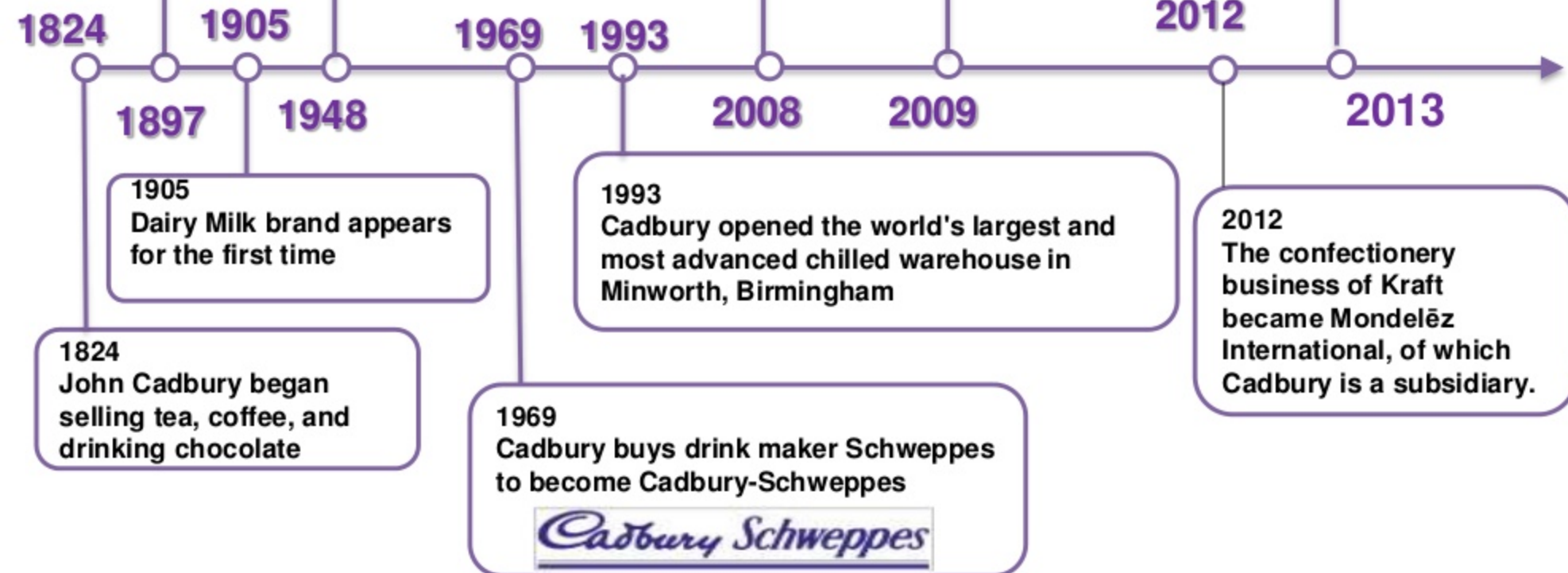
1993
Cadbury opened the world's largest and most advanced chilled warehouse in Minworth, Birmingham

1969
Cadbury buys drink maker Schweppes to become Cadbury-Schweppes

Cadbury Schweppes

1905
Dairy Milk brand appears for the first time

1824
John Cadbury began selling tea, coffee, and drinking chocolate



CADBURY INDIA



- Cadbury India — a subsidiary of Mondelez International, the \$32 billion global snacking major formed in October last year.
- Cadbury India enjoys a value market share of over 67 percent in the chocolate category and our brand Cadbury Dairy Milk (CDM) is considered the "gold standard" for chocolates in India.
- Cadbury in India operated in five categories: Chocolates, Beverages, Biscuits, Candy & Gum.
- Snapshot of some of the most popular Brand of Cadbury:-



Vision & Mission



Vision:

"Working together to create brands people love"

Cadbury's mission statement

Says simply, 'Cadbury means quality'; this is our promise. Our reputation is built upon quality; our commitment to continuous improvement will ensure that our promise

Mission Statement Of the product:

The mission statement of our new product is "To provide our customers with a tempting and exquisite taste" as **Enticing Treats** means a mouth watering treat which is simply irresistible.



Sales and Distribution structure of Cadbury Product

Competition	Medium
Unit value	Low
Volume	High
Unit Margin	Low
Seasonality	Low
Retailer's Capital Investment	Low
No. of Retailers	High
Retailer's sales	Low
Manufacturer Retailer's Relationship	Low

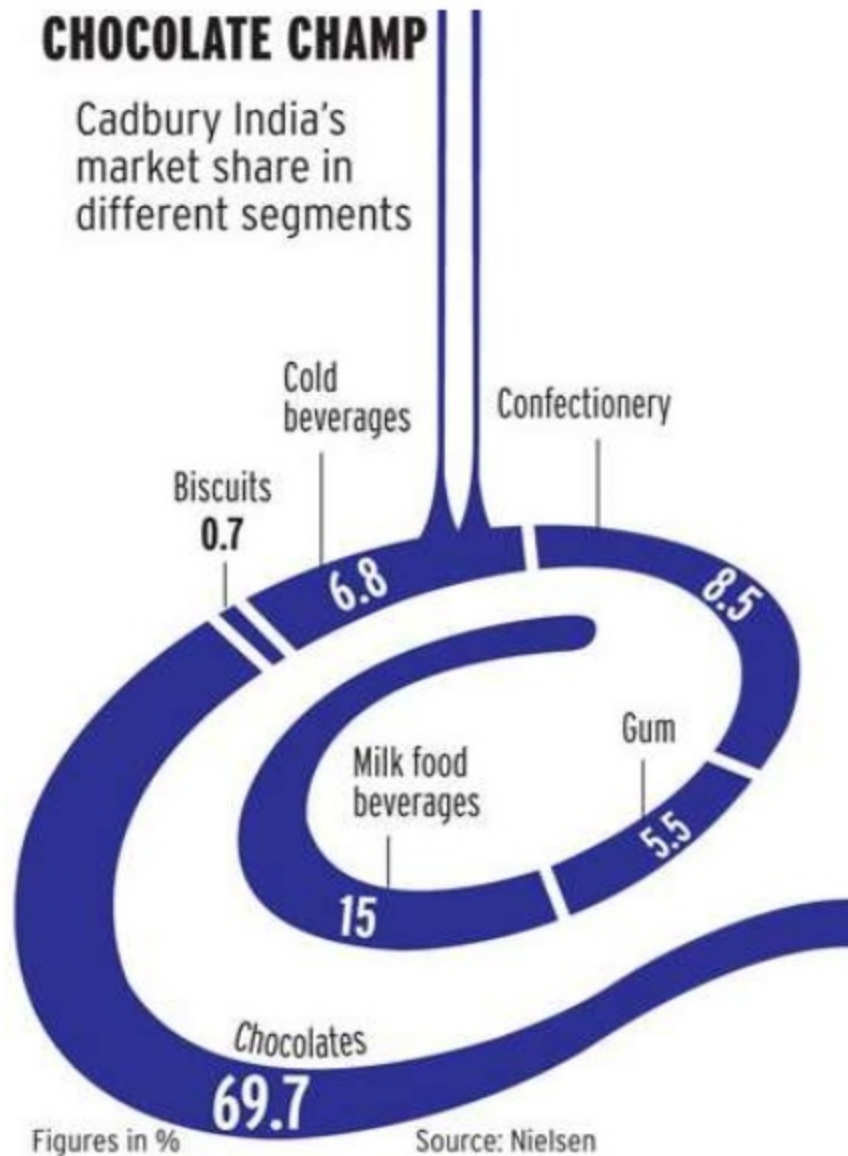
OBJECTIVES



- To become the World's Biggest and Best Confectionery Company.
- To make lots of chocolate & improve the quality of their chocolate.
- Have loads of stores worldwide.
- To be an ongoing company & achieve revenue growth of 20% per year.
- Increase earnings by 15% annually & dividends per share by 7% per year.



Cadbury India's Market share in different segments in 2015



Source: Change at the chocolate factory

By Geetanjali Shukla and Anusha Subramanian

Edition: Feb 19, 2012

COMPETITORS



Achievements



Major Achievements of Cadbury

- World's No **1 Confectionery** company
- World's No **2 Gums** company.
- World's No **3 Beverage** company.
- Cadbury Dairy Milk & Bournvita have been declared a "**Consumer Superbrand**" for **2006-07** by Superbrands India.
- Cadbury India has been ranked **5th** in the **FMCG sector**, in a survey on India's most respected companies by sector conducted by **Business World** magazine in **2007**.
- Cadbury India has been ranked as the **7th Great Place to Work** and the **No. 1 FMCG company** in India in **2008**, by the **Great Place to Work Institute**.
- **Asian Marketing Effectiveness Awards 2008** for **Bournvita Folk/Fusion** campaign - **GOLD** award for the "**Best Insights and Strategic Thinking**" and **SILVER** award for the '**Most Effective Use of Advertising**'.



PRODUCT





CHOCOLATE BAR.

MADE FROM REAL DARK CHOCOLATE.



SIMILAR DESIGN WORLDWIDE.

CONTAINS MORE MILK THAN ANY OTHER CHOCOLATE BAR.

AVAILABLE IN 10.5g, 22g, 95g, 165g & OTHER PREMIUM PACKS



Popular Brands in INDIA



Chocolates



Snacks



Beverages



CANDY's



GUMS

PRICE





WEIGHT (gm)	PRICE
10.5	5
22	10
40	20
42 CRACKLE	25
95	50
80 FRUIT & NUT	55
165	90

PRICE MENTIONED ABOVE ARE SAME ALL OVER INDIA.

COMPETITIVE PRICING.

DUE TO PRICE HIKE IN RAW MATERIAL AND LABOUR COST COMPANY HAD NOT INCREASED THE COST OF PRODUCT BUT REDUCED THE WEIGHT OF PRODUCT.

EG. 5 RS PACK WAS OF 13gm BUT NOW IT IS 10.5gm

PLACE



Business Operations



Five company-owned manufacturing facilities:

- ▶ Thane
- ▶ Induri (Pune)
- ▶ Malanpur (Gwalior)
- ▶ Bangalore
- ▶ Baddi (Himachal Pradesh)

4 sales offices:

- ▶ New Delhi
- ▶ Mumbai
- ▶ Kolkata
- ▶ Chennai

Corporate/Head office:

- ▶ Mumbai

**THESE
FACTORIES
CHURN OUT
CLOSE TO 8,000
TONNES OF
CHOCOLATE
ANNUALLY**



DISTRIBUTION

- ❑ CDM ARE SOLD DIRECTLY TO WHOLESALER AND RETAILERS.
- ❑ CADBURY'S DISTRIBUTION NETWORK USED TO ENCOMPASSES 2100 DISTRIBUTORS AND 450,000 RETAILERS.



RETAILER

WHOLESELLER



PROMOTION



- ❑ Strong brands are very important in the chocolate confectionery market.
- ❑ Almost 80% of chocolate purchases are made on impulse.
- ❑ The media mix for the campaign comprises TV, outdoor, Internet and radio.
- ❑ Use of emotional appeals in advertising.
- ❑ Concentrated more on TV. Advertisement.

