

Cadbury dairy milk product mix essay sample

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Cadbury Product: Cadbury Dairy Milk is UK best chocolate and was created in 1905. Recently, Cadbury Dairy Milk is sold in 33 countries and it globally well known brand. At the present more than 250 million bars sold every year. The Cadbury Dairy Milk comes with different taste so Cadbury customers' can enjoy the taste, these Cadbury Dairy Milk flavours are:

* Whole Nut

* Fruit & Nut

* Apricot Crumble

* caramel

* Cranberry

* Granola

* Double chocolate

Product quality; each of these Cadbury Dairy Milk contains 1/2 pound glass and a half full of fresh liquid milk. The product also is free from the artificial colour, salt and soya. Cadbury also provides for their customers the products nutrition on the website and on the product package. These features has encouraged the customers' to buy the Cadbury dairy milk chocolate as every one want to enjoy eat a quality chocolate.

Cadbury Pricing strategy:

Affordable price: The price of the chocolate bar must be reasonable and also it must include all costs such as the raw material, the staff wages, the VAT

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price and the bills. Cadbury may also use a specific pricing strategy to increase the demand, for example:

Discounts strategy, this strategy will help to attract the customers; it also will increase the product awareness and popularity in the market. Discounts can be used to beat the competitor price such as Galaxy and Mars.

Pricing is an important key to Cadbury as if the calculation of the price went wrong then the impact will be on the whole company and on the Cadbury stakeholders.

Place (distribution): Cadbury distribution means where you can find Dairy Milk. Cadbury Dairy Milk is available in the large supermarkets, online, in the bookshops such as WHSmith, in the corner shop and in most coffee shops, the Dairy Milk chocolate also available in some pharmacy such as Boots and in petrol station. Cadbury has made their products available everywhere so they can reach their customers. The dairy milk chocolate also is available in 33 countries.

Promotion:

Cadbury has been using several methods to promote and to raise awareness of their products. For example, Cadbury Dairy Milk uses sponsorship to target their customers, they also sponsor Coronation Street as part of their advertisement. Cadbury's Dairy Milk sponsors Coronation Street because it's one of Britain's most famous and watched programmes and they advertise Cadbury Dairy Milk bars straight after the programme has

finished or taken a break so that people get to see the advertisement of Cadbury's straight after the programme.

In addition Cadbury promotes the Dairy Milk products on the internet (website), Cadbury has provides a lot of information on online. One of the online promotion advantage is the customers can read and access these information 24/7 and it widely reach. Cadbury also promotes their products at the large supermarket such as M&S, Tesco and Asda.

Cadbury marketing techniques

Market segmentation and targeting

Segmentation would be a crucial part of Cadbury because there are different types of customers with different needs and wants so therefore Cadbury would need to be more effective on what they provide their customers with the best of value for money as well as satisfying their customers. Marketing segmentation teams at Cadbury might look at customers' views and opinions on whether they like or not. All customers are different because some customers are heavy spenders and they pay any price and are willing to pay the price for the large Cadbury's Dairy Milk bar others on the other hand they won't spend as much so they might buy a regular Cadbury's Dairy Milk bar.

One of the techniques that used by Cadbury's Dairy Milk is to ask people socio-economic groups, these question will identify the group age , the group gender whether they are male or female, it also will identify the group income and occupation. Also they will ask the group whether the Cadbury's

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Dairy Milk chocolate bars are popular in the market and what they think of Dairy Milk chocolate price.

Methods of segmentation are the different socio economic groups the age of customers and the gender size and composition of customer household geographical location. All the socio economic groups are welcome because there are different variety of Cadbury's Dairy Milk chocolate bars that people can buy socio economic groups are A, B, C1, C2, D, E. Cadbury's Dairy Milk carry out market segmentation because it is more successful and also it provides what people want. Market segmentation is also likely to increase sales for Cadbury's Dairy Milk because they will know what products and services do people want. Also they can advertise to target markets and targeting the right people.

Business to Business (b2b)

Is one business selling their product or service to another business.

Cadbury's Dairy Milk sells their products to different businesses they sell to small businesses like corner shops and they also sell to big business such as supermarkets and wholesalers before any business buys Cadbury's Dairy Milks products they have to research the product through tasting and sampling the product within the stores they do this by having posters and samples of the product before customers by the product. Direct sales from Cadbury's are customers that sell to Wholesalers. Wholesalers buy Cadbury's Dairy Milk products in bulk and they sell in bulk to supermarkets and cash and carry's retailers buy their products from wholesalers and supermarkets retailers buy products from wholesalers and supermarkets because they buy

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products in packaging they might not buy as much products as wholesalers and supermarkets because they might not sell as much as they would sell.

Business to consumers (b2c)

Cadbury's promote their product to increase the awareness of their products by advertising. Cadbury promotes their product directly to the customer to inform their customer on Cadbury new products and on the latest offer.

Business to consumers is Tesco's selling their products to a consumer most businesses promote the product Cadbury's Dairy milk by having special offers e. g. buy one Cadbury's Dairy milk bar and get the second for half price special offers on chocolate bars in shops attracts customers to buying chocolate bars because customers rather buy good quality chocolates at special offers and at cheaper prices. New products in shops and supermarkets depends on how the business presents their products if a business gets the Cadbury's Dairy Milk bar and doesn't presents the product in a good manor the product will not be successful because the customers would not be aware of the product and they would not be able to know what the product is so they would not buy the product.

If Cadbury's Dairy Milk bring out a product and at the same time Nestle bring out a product Cadbury's would have competition to avoid their competition they would need to promote and present their product so that the customer is attracted to the product. Most customers are aware of the quality of the products but however they consider the price playing a major part in buying a product.

Product positioning is very important, the Cadbury Dairy Milk chocolate is well known by customers and it Britain favourite chocolate. Cadbury customers have a high perception on Cadbury products, as they know Cadbury produce a high quality chocolate with glass and half of milk.

Branding

' Milk chocolate was first made by the Cadbury Brothers in 1897, but by today's standards was a very coarse dry product made by blending milk powder with cocoa and sugar. The milk chocolate market was then dominated by the Swiss who produced a superior product by using condensed milk.

In the early 1900s George Cadbury was determined to meet the Swiss challenge and, together with the Bourneville experts, started to research new recipes and production methods. By June 1904 the recipe was perfected and a delicious new milk chocolate made with fresh liquid milk, and containing far more milk than any previously known product, was ready for production in 1905. Although considerable technological advances have since been made in the production processes, the Cadbury Dairy Milk recipe is still basically the same as it was in 1904' . source info ???? <http://www.cadbury.com/OURBRANDS/FEATUREBRANDS/Pages/CadburyDairyMilk2>)

As an international brand, Cadbury Dairy Milk carries the same distinctive image all over the world. Wherever you buy a bar of Cadbury Dairy Milk the pack design will be exactly the same, only the language will be different. The famous slogan " glass and a half of fresh liquid milk in every half pound" with

the picture of milk pouring into the chocolate bar, is one of the all-time greats of British advertising.

“ A glass and a half of fresh liquid milk in every half pound”

Cadbury slogan has encourage the individual and the children to buy the chocolate this because the dairy milk chocolate has got a glass and a half fresh milk which mean that is contain a huge amount of calcium. As the consumers always look for the good quality product they may also consider the price of the product. Cadbury has sold the dairy milk chocolate at reasonable price.

Moreover , Cadbury has build a good image internationally and most people today are well recognise the Cadbury brand , this because Cadbury has used a unique style of advert with attractive theme tunes used as backing music in the adverts , this has assists Cadbury brand to communicate with a larger target audience.

Cadbury will apply Fairtrade mark on their products by the end of summer 2009, this could attract and encourage the customers to buy Cadbury product. Purple goes green, Cadbury intend to shrink global environmental footprint by cutting energy use, reducing excess packaging and managing water use.

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