

Market plan of cadbury essay

Business



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This marketing plan is to examine the product of 'Cadbury Dairy Milk Fruit & Nut (12 treat size)' in Hong Kong market. 'Dairy Milk' is one of the most famous and traditional brand names in our company. With over 50 varieties of taste, good quality, providing good value for money and effective advertising are the major factors of its success. I have chosen the 12 pieces pack for this plan because this product was evolved from the original chocolate bar by size and packaging. The size was trim down to a mouthful size with individual packaging. I am going to apply an analysis on the current marketing situation in Hong Kong, providing recommendations for finding new market, establish the market position and setup the marketing objectives with priority and justification for this production. Current Marketing Situation Market analysis The food confectionery business in Hong Kong is mature and is maintaining a 2% to 3% of increase annually. Cadbury forecast to reach \$17 billion by 2014 globally, driven by developing new markets and improve the maturity in developed markets.

Our main customers are ages from 6 to 54. The population in Hong Kong is so condense, we supply our products not only to the large supermarkets, also to all local groceries stores. Nestle, Pepsico and Calbeeco are our main competitors in Hong Kong.

The product 'Dairy Milk' was firstly introduced in 1905. It has become an icon of our company and it is also our leading chocolate bar by revenue. Company analysis Our brand name 'Cadbury' means quality. Cadbury was founded in 1824 in UK Birmingham, acquired by Kraft in 2010.

We are one of the biggest supplier of confectionery globally. We provides various types of confectionery, including candy bars, chocolate, gum, cereal bars, soft drinks and sugar confectionery. Our company have different brands in the business of confectionery , such as Cadbury, Trident and Halls.