

Recommendation for cadbury essay sample

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As the trend nowadays, most people are health conscious, emphasis on natural food and prefer food with less sugar, less salt, less oil, low fat, low calories, and others. Food with lower sugar content is most preferred due to weight and health concern. Cadbury products are generally sweet and thus many people are unable to enjoy Cadbury's products due to its sweetness. Cadbury should come out with some sugar free or low sugar chocolate products in order to cater for those consumers who consume low sugar or sugar free product due to the various reasons. It can bring the happiness and joy for these consumers as they are able to consume the chocolate. In addition, it can also bring a health conscious message to the public that Cadbury products are healthy and safe to be consumed.

Consequently, Cadbury's healthy image may appeal people toward a healthy life. As mentioned earlier, the melamine milk scandal in China had badly tarnished its reputation in China, as well as in other countries. In order to resolve the issue, Cadbury, instead of run away, recalled its dairy milk bar from the market which shows Cadbury's sense of responsibility. Other than advertising and publicity done by Cadbury to tell the world that it emphasizes safety and health to its products, Cadbury may consider enhancing its effort in regaining its reputation by setting up education foundation to support education fees for the orphans. This measure shows that Cadbury has created corporate social responsibility (CSR) to the society which may boost its effort in regaining its reputation to the public.