

# CADBURY CHOCOLATES



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# CHOCOLATES

*Chocolates! Chocolates!  
Everybody has a liking for them, be they in the  
form of bar  
Or a tiny little gem,  
Or shaped like a rectangle,  
Or a sphere, a brick or an éclair.  
For chocolate lovers it is fun,  
To have them during rain, breeze or sun.  
They are white and brown in color,  
And taste sweet and bitter  
Some have them in a glass of cold coffee, or in the  
form of a toffee.  
Some eat them when they are sad  
Some relish them when they are happy or have  
sweet dreams,  
But I feel, to have chocolates  
We don't need a reason,  
'Cause we can have it  
Anytime, any season!*





*Don't worry. Be happy.*



In a new 'Purity Sealed' pack.



<b>Type</b>	Cadbury Ltd. (Subsidiary)
<b>Industry</b>	<a href="#">Confectionery</a>
<b>Founded</b>	<a href="#">Birmingham</a> , United Kingdom (1824)
<b>Headquarters</b>	<a href="#">Uxbridge</a> , <a href="#">London</a> , United Kingdom
<b>Key people</b>	<a href="#">Irene Rosenfeld</a> (Chairman and CEO)
<b>Products</b>	See <a href="#">list of Cadbury products</a>
<b>Revenue</b>	£11,346,002,000 (2011)
<b>Operating income</b>	£559,432,200 (2011)
<b>Net income</b>	£447,545,760 (2011)
<b>Employees</b>	71,657 (2008) <sup>[1]</sup>
<b>Parent</b>	<a href="#">Kraft Foods</a> (2010–2012) <a href="#">Mondelēz International</a> (2012–present)
<b>Website</b>	<a href="http://www.cadbury.co.uk">www.cadbury.co.uk</a> 

"Fruit and Nut" redirects here. For the 2009 Indian film, see [Fruit and Nut \(film\)](#).

## Cadbury Dairy Milk



<b>Product type</b>	Confectionery
<b>Owner</b>	<a href="#">Cadbury</a>
<b>Country</b>	United Kingdom
<b>Introduced</b>	1905
<b>Related brands</b>	<a href="#">List of Cadbury products</a>
<b>Markets</b>	Worldwide
<b>Tagline</b>	Free The Joy
<b>Website</b>	<a href="http://www.cadbury.co.uk">www.cadbury.co.uk</a>

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**Cadbury Dairy Milk** is a brand of [milk](#)



# CHOCOLATE PRODUCTION

- THE VARIETIES
- THE HARVEST
- FERMENTATION
- DRYING
- CLEANING
- ROASTING
- CRUSHING AND SHELLING
- BLENDING
- GRINDING
- COCOA BUTTER
- COCOA POWDER
- KNEADING
- ROLLING
- CONCHING



# SNACKS

Bytes

# BEVERAGES

Bournvita

Tang

# CANDY

Halls

Eclairs

# CHOCOLATES

5 Stars

Perk

Gems

Bournville

Cadbury Dairy Milk

# BISCUITS

Oreo

# PRODUCT MIX



# 4 Ps OF DAIRY MILK CHOCOLATES

## ▣ PRODUCT

- ❖ 5 STAR
- ❖ PERK
- ❖ TEMPTATION
- ❖ DAIRY MILK FRUIT NUT

## ❖ PRICE

- ▣ RS 5
- ▣ RS 20
- ▣ RS 100

## PLACE

KIRANA STORES  
RETAIL CHAIN  
LOCAL MARKETS

## PROMOTION

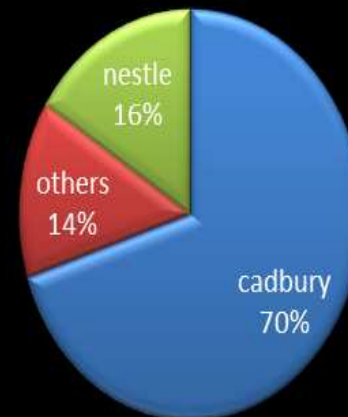
TV CAMPAIGN  
PRINT MEDIA, HORDINGS  
ADVERTISEMENTS



# COMPETITORS

NESTLE  
MARS  
AMUL  
CAMPCO

## INDIAN CHOCOLATE MARKET COMPOSITION





THANK YOU ALL !!!!!