

Cadbury's Dairy Milk

Parent Company

Cadbury

Category

Chocolates

Sector

Food Products

Tagline/ Slogan

The 'Real Taste of Life' ; 'Kuch Meetha Ho Jaaye' ;'Meethe mein kuch meetha ho jaye;

USP

Biggest global brand name in the world of chocolates

**STP**

**Segment**

People looking to have a chocolate which is high in quality and moderately priced

**Target Group**

All age groups Lower, middle and upper class people

**Positioning**

Something sweet' after meals

**SWOT Analysis**

**Strengths**

1. Number 1 chocolate brand in the world with lot of variants like Fruit & Nut, Crackle and Roast Almond

2. Celebrity brand ambassadors

3. Excellent advertising, reach and accessibility

4. High brand loyalty

5. Top of the Mind Brand

### **Weaknesses**

1. Food products have a limited shelf life

2. Marred by scandal few years back

### **Opportunities**

1. Untapped rural markets

2. Better product packaging and preservation

3.Leverage Cadburys successful brand

4. Sugarfree category

**Threats**

1.Other branded and local chocolate manufacturers

2.Sweets as substitutes

**Competition**

**Competitors**

1. Amul Chocolates