

**Cadbury's Dairy Milk**

**Parent Company**

**Cadbury**

**Category**

Chocolates

**Sector**

Food Products

**Tagline/ Slogan**

The 'Real Taste of Life' ; 'Kuch Meetha Ho Jaaye' ;'Meetha mein kucch 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