



Topic 7B

Strategic Management of Technology

How Cadbury use information

What information is important to Cadbury?

- What do you understand it could be?
- How does this help Cadbury's to market their chocolate to you?



Places where Cadbury products are sold

- Retail outlets – shops, supermarkets, garages
- Vending machines – train stations
- Restaurants and cafés
- Cinemas, theatres, theme parks
- Travel – buffet cars, on board airlines, motorway service stations

Topical facts about Cadbury

- If all the Cadbury Creme Eggs made each year were laid end to end, they would circle the planet
- Enough Cadbury Dairy Milk is sold each year to cover every Premiership and Championship football pitch – five times over



Your task today

"Here at Cadbury we have a Research and Development Team who, in partnership with the Marketing Department continually investigate new product ideas.

Development of a new chocolate product requires tremendous investment, both in time and financial resources.

For every new product that reaches the market place, fifty or more will have failed to meet expectations somewhere during development. New products have to be carefully researched to ensure they have mass appeal, and the decision to introduce a new Cadbury chocolate product is always based on the results of extensive market research" (Cadbury, 2019:nk).

You have been tasked to identify the viability of introducing a new product to the Cadbury range.

Reviewing the PEST/SWOT analysis for Cadbury's to bring this product to market.

NB: This is not an assessed piece of work, it is to help you gain an understanding of SWOT & PEST

How to get started ...

Basic information would be from internal and external environments.

- Political
- Economic
- Social
- Technological

Additionally an audit of the company's health would be beneficial

- Strengths
- Weaknesses
- Opportunities
- Threats.