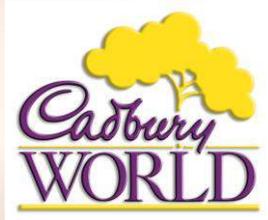


STUDY TOUR BOOKLET



Presents....

Curriculum linked research and activities.

Opportunities to achieve key skills through a visit to the chocolate experience.

This booklet is suitable for:

GCE/Applied GCE Business Studies

BTEC National Certificate/Diploma/Award in Business/Marketing

The topics included in this booklet are:

Investigating Business

Business Organisation

Merchandising and Display

Human Resource Planning

Customer Service

Retailing

Marketing

Creative Product Promotion

Health and Safety

Managing Production

Hello!

Welcome to the chocolate experience. If you are studying Advanced Business Studies you will find plenty of information that will help you with your studies and assignments. By learning about the workings at Cadbury, you are studying a dynamic world. This experience is about exploring a real business. You will evaluate information provided by Cadbury World. During this study day you will find out about the following:

Business objectives, structures, functions and how they interact within Cadbury to allow them to make products, offer services that contribute to the wealth of the economy. This includes marketing, promotion, retailing, merchandising, managing production, human resources and customer service.

You will learn how products and services are created and how Cadbury try to assure the quality of these products and services.

Make sure you remember to write down your research in this booklet. If you think you may have lost your way, use the chart below outlining the areas of Cadbury World.

START 

CHOCOLATE AND COCOA IN EUROPE

THE CADBURY STORY

FROM BEAN TO LIQUID CHOCOLATE

CHOOSE A BRAND

PACKAGING PLANT

CADABRA RIDE

FINISH 

4D CHOCOLATE ADVENTURE

BOURNVILLE EXPERIENCE

PURPLE PLANET

ADVERTISING AVENUE

CHOCOLATE MAKING



CUSTOMER SERVICE

In a competitive business environment it is the quality of customer service that will enable an organization to achieve commercial success. Customers expect high standards and it is important that employees are aware of their role in maintaining a high standard of customer care. This therefore supports the image of Cadbury World and enables the business to achieve its' objectives.

Good Customer Service is:

Using appropriate language, pitch/tone of voice, body language

Being polite, welcoming and well dressed

Listening and responding to customers

Providing information, advice and guidance

Dealing with problems

Good Product knowledge

Being accessible, easy to find

Dealing with customer needs quickly

Keeping public areas clean and tidy

Presenting an image of Cadbury World

Regular feedback from customers and assessment of standards

Some questions for later... What do you think?

You have seen many people working at Cadbury World. What 'behind the scenes' jobs do you think exist? Which of these will be at managerial, supervisory, operative or supportive levels?

POSDCORB is one way of summarizing a manager's role. Describe how this relates to a manager at Cadbury World.

What techniques does Cadbury World use to assess customer satisfaction?

A business needs to manage the performance of its employees effectively if it is to remain competitive. As you go around the exhibition, record the different job roles/tasks that employees carry out and assess the quality and effectiveness of customer service at Cadbury World.

Record your answers below:

Job Role	Skills Required	Qualities Needed	Level of Customer Care
Front of House Reception			
Exhibition Guides			
Packaging Plant Workers			
Chocolate Making Area Workers			
Retail Assistant			
Restaurant Staff			



HEALTH AND SAFETY CHECKLIST



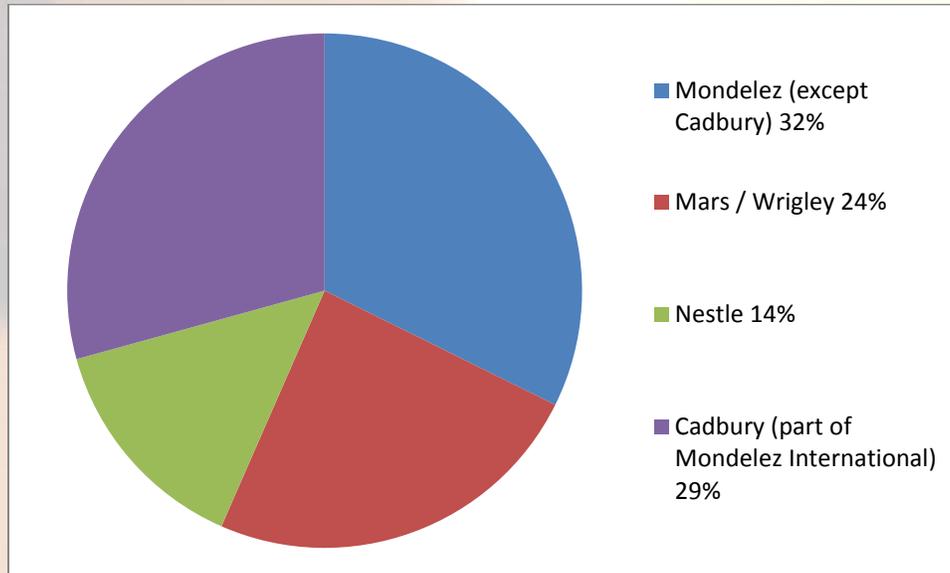
Please complete this as you go on your tour, making notes about the health and safety issues that you find. You may find it easier to give a grade for each section (1 -10 with 1 = low) or you may wish to make extra notes. Extra space is provided below.

	Display Areas	Packaging Plant	Chocolate Making	Shop	Restaurant	Children's Play Area	Toilet Facilities
Hygiene & Cleanliness							
Emergency Procedures							
Signage (emergency exits)							
Protective clothing							
Maintenance (equipment, facilities)							
Special needs facilities							
Sufficient litter bins							

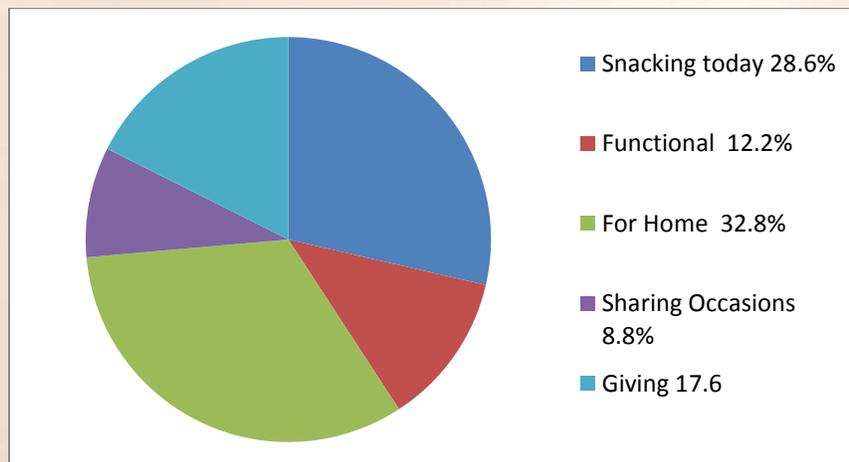
Other Notes:

MARKETING

Market leadership is gained by being able to meet customer requirements effectively. Cadbury's brands are famous worldwide. In 2013 AC Nielsen estimated that the total confectionery market in the UK was worth £4.8 billion. Below shows the breakdown of the market share by each of the major manufacturers of confectionery. Confectionery refers to sugar and chocolate products.



Mondelez International (owners of Cadbury, see next page for details) has identified five fundamental areas where consumers have different needs. These are: Snacking Today, For Home, Sharing Occasions and Giving (inc. Seasonal). Below is a breakdown of how the UK's confectionery market is broken down into these categories.



Unleashing a Global Snacking Powerhouse

Mondelēz International, Inc. (NASDAQ: MDLZ) is one of the world's largest snacks companies, with global net revenues of \$35 billion in 2012.

Launched on Oct. 1, 2012, following the spin-off of our North American grocery operations to shareholders, Mondelēz International is a new company in name and strategy. Yet we carry forward the values of our legacy organization and the rich heritage of our iconic brands.

Creating Delicious Moments of Joy

Our dream is to create delicious moments of joy in everything we do. Our 110,000 employees support this dream by manufacturing and marketing delicious food and beverage products for consumers in 165 countries around the world.

We are the world's pre-eminent maker of snacks, with leading market shares in every category and every region of the world in which we compete. Mondelēz International holds the No. 1 position globally in Biscuits, Chocolate, Candy and Powdered Beverages as well as the No. 2 position in Gum and Coffee.

About three-quarters of our annual revenue is generated in the fast-growing Biscuits, Chocolate and Gum & Candy categories, and more than 40 percent of our sales come from high-growth developing markets.

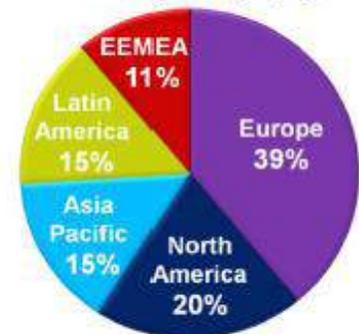
A Portfolio of the World's Favorite Brands



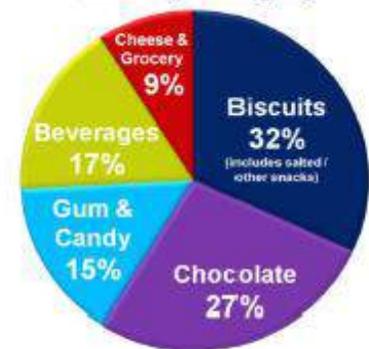
Our portfolio features nine billion-dollar brands: Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, LU, Nabisco and Oreo biscuits, Tang powdered beverages and Trident gum.

In addition, our portfolio includes another 52 brands which each generate annual revenues of more than \$100 million.

Sales by Geography



Sales by Category



Notes

Let Trail Begin

Write your research in the spaces provided. If you need more room – extra space is provided in the back of the booklet.

THE AZTEC JUNGLE



We all love chocolate! But where does it come from?

Was this area attractive?

What techniques were used to get your attention?

CHOCOLATE IN EUROPE

In this area you will find out how the chocolate drink was brought to Europe by adventurers that went into the “New World” and obtained the secret recipe for chocolate.

THE CADBURY STORY



Now sit down and discover the heritage of the Cadbury business in the themed auditorium.

What were the products that John Cadbury first sold?

Why did Cadbury need a new factory and where was it?

What was the popular bar that has lasted the test of time?

How much milk goes into it?

Do a quick sketch of the Cadbury logo and symbol:

Corporate image is the overall image that customers have of Cadbury. The Cadbury brand strategy is very important in terms of influencing buying behavior. The logo, symbol and the purple and gold colours are components of the corporate design.

What are the benefits to Cadbury of such a strong corporate identity?

MAKING CHOCOLATE

Operations are the processes that Cadbury rely on to satisfy its customers. Being productive means using resources efficiently in order to maximize added value in the production process.

What resources do Cadbury need for production? Complete the following table:

Buildings/Land	
Equipment/Machinery	
People	
Materials	

Where do Cadbury's raw materials come from? Complete the table below:

Raw Materials	Country of Origin

Cadbury changes inputs (people and materials) into outputs to produce goods and services that meet the needs of their customers. You need to understand the production process and activities that lead to the finished product.

Look at the diagram (page 13) and listen to the professor to find out how value is added to the product during the production process. Quality is an important factor. (Quality Control, Quality Assurance and Total Quality Management).

Productivity is the relationship between the cost of inputs (people, marketing, finance) and the revenue from output (sales revenue, repeat orders).

If Cadbury were not good at adding value in the production process they would lose their competitive advantage.

Cadbury is a global business, now part of Mondelez International (see page 7 for more details). They operate internationally as well as nationally. As an international manufacturer of chocolate, a quality supply chain is a major priority for Cadbury.

Identify which industrial sectors Cadbury are operating within (business activities – production/providing a service?)

Give examples.

Industrial Sectors	Examples
Primary	
Secondary	
Tertiary	

From your observations during the tour, you will learn how value is added to a product and see three ways of adding value.

Provide an example of each one:

WAY OF ADDING VALUE	EXAMPLE
Combine inputs = physical change	
Combine inputs = create a service	
Meeting customer requirements	

In order to be competitive, Cadbury need to produce products as efficiently as possible.

Give examples of how Cadbury may use the following methods of production. (You may not see all methods until the end of the tour). Consider factors such as market size, product type and innovation.

Job	
Batch	

Line/Flow	
------------------	--

How do Cadbury make sure that their products meet quality requirements?

In this section, you are learning about many production techniques and different stages of production.

Complete the following table with a definition for each term.

Process	Description
Roast	
Winnow	
Nib	
Grind	
Mass	
Press	
Cake	
Paste	
Conche	

Temper	
---------------	--

Some questions for later... what do you think?

Consider how Cadbury could monitor the efficiency of their production process. Think about production levels, inputs, performance of materials, purchasing, stock control, controlling work in progress, minimising waste.

What quality assurance systems do you think Cadbury would be using in its production process?

Cadbury need to respond to the changing needs of their customers by developing flexible patterns of production.

Identify how Cadbury would plan production. Think about lean/cell production, capacity utilization, forecasting, time series analysis, moving averages, inventory control, lead times and safety stocks.

New product development is vital in ensuring the success of Cadbury. Developing a new product involves several stages.

What are these?

What legal factors have to be considered and what other constraints affect production activities?

PACKAGING PLANT

Packaging is important in terms of quality, product performance and enhancing the brand image – ‘silent salesperson’.



Describe the machinery you see. How is technology used to make the production process more efficient and to aid quality control? (ICT -CAM)

What materials are used in the packaging that you can see?

What functions should packaging perform?

What external influences will affect the packaging function?

What protective clothing is being worn?

What quality checks exist? List, product matching and testing food products and the testing techniques that Cadbury will use e.g sensory analysis processing.

How many bars are wrapped per minute?

What are the channels of distribution for Cadbury products?

CHOCOLATE MAKING AREA



What method of production is being demonstrated here?

Hazard analysis and critical control points (HACCP's) are the most important areas of the production line, where safety precautions must be taken to protect products from contamination.

Write down any inspection points, testing procedures or monitoring systems that you see as you go through the demonstration area. What other methods are used to ensure that food is not contaminated?

Which law protects consumers from unsafe products?

What production processes are being used?

ADVERTISING AVENUE



There are many ways in which Cadbury promote their organization. Marketing is about ways of influencing the behavior of customers. This includes advertising, point of sale, product presentation, branding, packaging, merchandising, competitions, public relations, sales promotions, in-store demonstrations, direct mail and sponsorship.

Here are some promotional objectives for Cadbury. Can you add some more?

Promote image and sales

Attract new customers

Change attitudes

Provide information

.....

.....

Cadbury is well known for its memorable advertising campaign – producers of ‘The Nation’s Favourite’ Chocolate. The target market for Cadbury influences the design, development and sale of their food products.

Branding

Brand image is very important in terms of influencing behavior.

Using one of the brands you looked at within production, identify the words that would describe its ‘brand personality’ (e.g. imaginative, sexy, original). Consider how it fits into the market relative to competing products by identifying the main competitors.

What is the USP this brand is offering?

Personality	
Main competitors	
USP	

Cadbury have to develop different marketing strategies depending on their circumstances.

How does the promotion of a new chocolate bar differ from that of the study tours you are participating in?

Some questions for later... what do you think?

Sketch a brand position map (perceptual mapping). What is your view on the positioning of your chosen brand? During which phase of the product lifecycle would you place your brand? How does it fit into the Boston Matrix?

What other factors (internal, external) influence Cadbury when they undertake promotional activities?

Advertising Through The Decades

Watch the advertisements.

Which products occur in more than one of the decades?

Why do you think they are so successful?

Identify both factual and emotive benefits portrayed in the advertisements to influence customers.

PEOPLE AT WORK

You have seen many employees in different job roles whilst on the tour. Cadbury need to manage the performance of their employees effectively to remain competitive.

Explain and give examples of how Cadbury improve the performance of their staff.

BUSINESS COMMUNICATIONS

Cadbury need to communicate with a range of individuals and organisations. Effective communication is an integral part of the provision of a high standard of customer service.

List all the examples of business communication that you have seen on your tour. These may be in any of the following form:

Written (signage)	
Oral	
Using ICT	
Internal	
External	
Formal	

Informal	
Upward	
Downward	
Open or restricted	

THE CADBURY WORLD RETAIL SHOP



Cadbury World offers their visitors 'The World's Biggest Chocolate Shop'

Evaluate your findings using some of the words provided in brackets. Collect information under the following headings:

Type of shop: (location, factory)

Range of goods: (durable, consumable, variety, quantity, pricing, standard, bargain, speciality, branded souvenir merchandise).

Packaging (eye catching, protective, effective),

Corporate identity: (logos, symbols, brands, merchandising, improving image, reinforce a positive image, influence on consumer behavior).

Incentives to attract customers: (pricing, discounts, loyalty schemes, sales items, mullet packaging, free offers, bonus packs, competitors, character merchandising).

Product information: (pricing methods (penetration, competitive, skimming, psychological, cost-based, market based.)

Do a quick sketch of the layout of the store

Make notes about the layout of the store by commenting on each of the following:

Ease of movement	
Type of display	
Customer comfort	

Positioning of the checkout	
Signposting	

What technology is being used? (EPOS, bar codes, electronic funds transfer systems, payment methods).

Evaluate the outside appearance of the Cadbury World building

NOTES