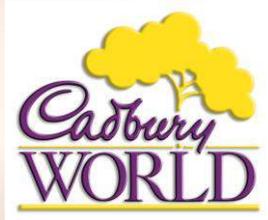




# **STUDY TOUR BOOKLET**



## **Presents....**

Curriculum linked research and activities.

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

### **This booklet is suitable for:**

GCSE/Applied GCSE Business Studies Double Award)

BTEC First Certificate/Diploma/Award in Business Studies

GCSE ICT

### **The topics included in this booklet are:**

Business Organisation

Production

Merchandising and Display

Marketing and Promotion

People in Organisations

Customer Service

Retailing

Managing Production

ICT in Organisations

# Hello!

Welcome to the chocolate experience. If you are studying GCSE or BTEC Business Studies, Leisure and Tourism or ICT, 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.

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. Have a great time!

**START** ↓

**CHOCOLATE AND COCOA IN EUROPE**

**THE CADBURY STORY  
EXPERIENCE**

**FROM BEAN TO LIQUID CHOCOLATE**

**CHOOSE A BRAND  
AVENUE**

**PACKAGING PLANT**

**CADABRA RIDE**

**FINISH** ↑

**4D  
CHOCOLATE  
ADVENTURE**

**BOURNVILLE**

**PURPLE PLANET**

**ADVERTISING**

**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:

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



# HEALTH AND SAFETY CHECKLIST



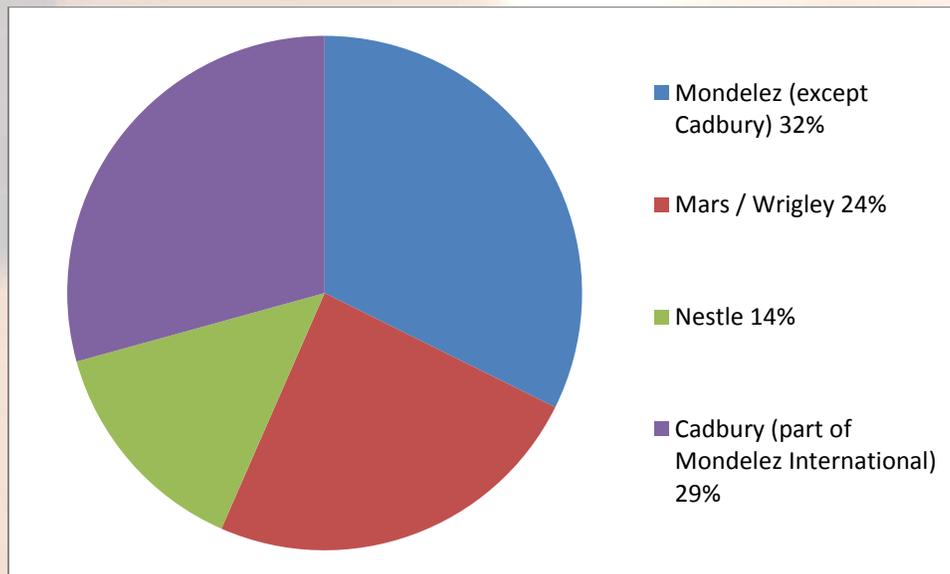
Please complete this as you go on your tour, making notes about the health and safety issues that you find. You may find it easier to give a grade for each section (1 -10 with 1 = low) or you may wish to make extra notes. Extra space is provided below.

	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							

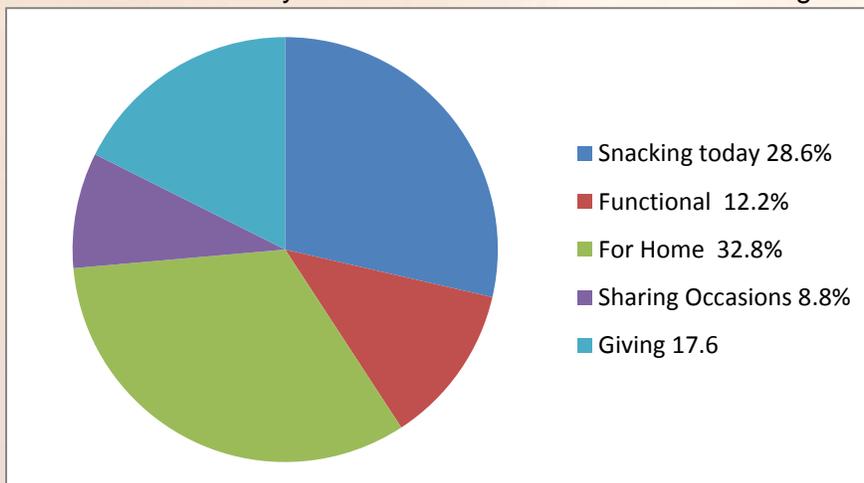
**Other Notes:**

# 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.

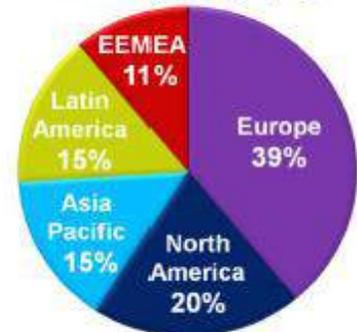
### A Portfolio of the World's Favorite Brands



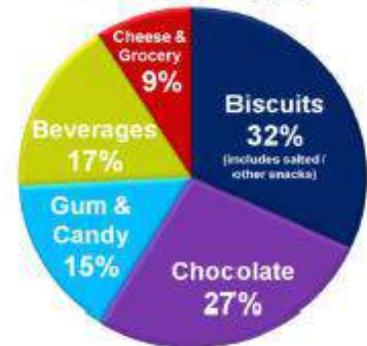
Our portfolio features nine billion-dollar brands: Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, LU, Nabisco and Oreo biscuits, Tang powdered beverages and Trident gum.

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?**

**What are the raw materials used to make chocolate?**

### 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.

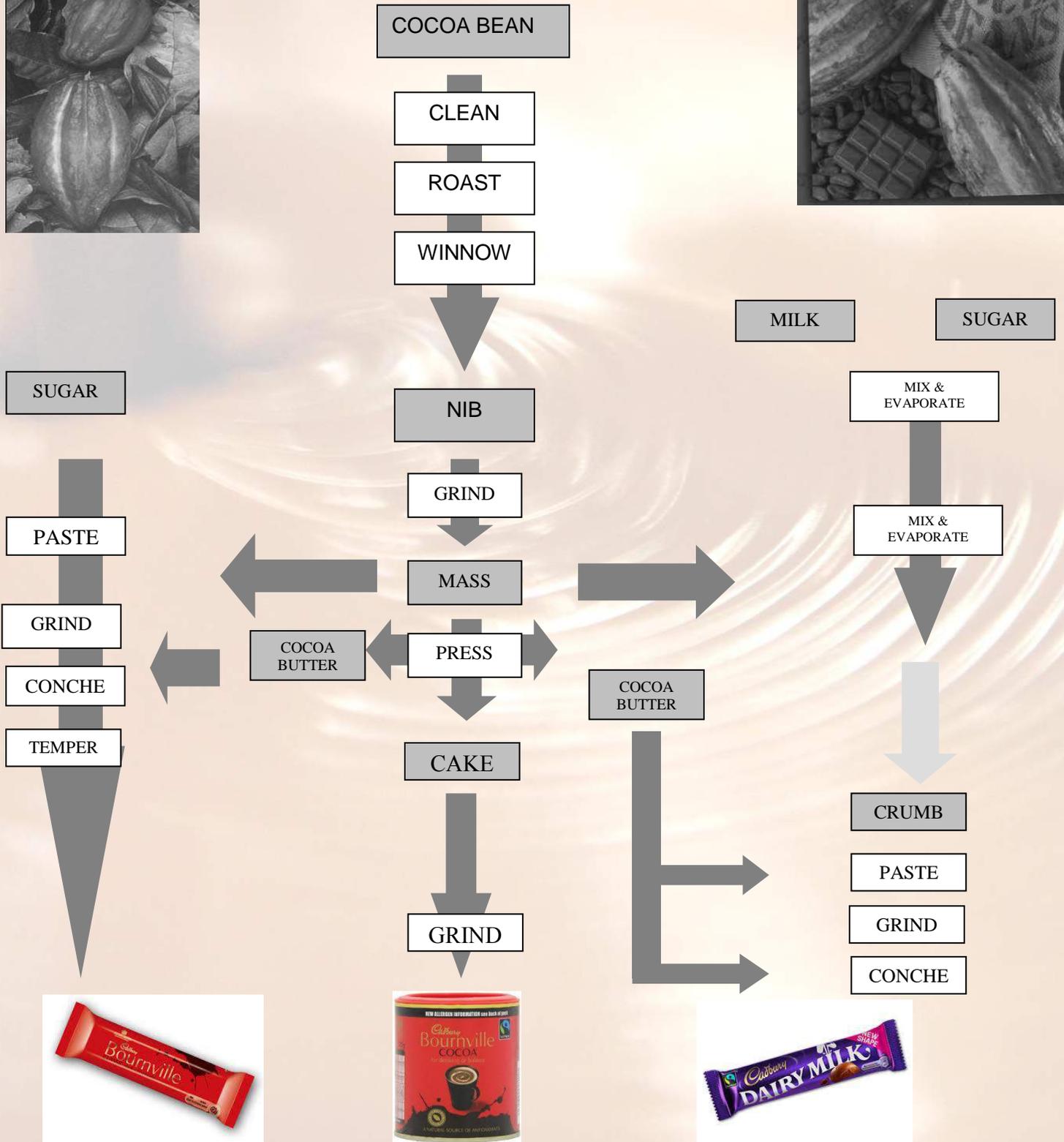
What resources do Cadbury need for production? Complete the following table:

<b>Buildings/Land</b>	
<b>Equipment/Machinery</b>	
<b>People</b>	
<b>Materials</b>	

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

<b>Raw Materials</b>	<b>Country of Origin</b>

# Chocolate Production



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.

<b>Job</b>	
<b>Batch</b>	
<b>Line/Flow</b>	

Which methods are Cadbury most likely to use and when?

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.

<b>Process</b>	<b>Description</b>
<b>Roast</b>	
<b>Winnow</b>	
<b>Nib</b>	

<b>Grind</b>	
<b>Mass</b>	
<b>Press</b>	
<b>Cake</b>	
<b>Paste</b>	
<b>Conche</b>	
<b>Temper</b>	

# PRODUCTION AND BRANDING



**Choose a brand**

**What factory is it made in?**

**Do a quick sketch to show the production process:**

**What are the staff wearing?**

**What automated machinery can you see? (e.g. is a flow wrap machine used? Or an enrober?)**

**What type of production and packaging methods are used in manufacturing your chosen brand?**

# ORGANISATIONAL STRUCTURE

Mondelēz International (owners of Cadbury) have their own way of organising their business so that it operates effectively. They are a multi-national, global business.

**What does this mean?**

**Where are the Cadbury UK factories situated?**

**Identify which industrial sectors Mondelez International are operating within (business activities e.g. production/providing a service?) Give examples.**

<b>Industrial Sectors</b>	<b>Examples</b>
<b>Primary</b>	
<b>Secondary</b>	
<b>Tertiary</b>	

# NOTES

# 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 protective clothing is being worn?**

# **Quality Checks**

**What quality checks exist?**

**List the testing techniques that Cadbury will use e.g. sensory analysis, product matching and testing food products and processing.**

**Make a list of all things that Cadbury will need to test for:**

**Can you think of any indicators that Cadbury may use?**

**Did you see any evidence of hygiene rules to minimize the growth of bacteria as you walked through the preparation areas?**

**What is meant as shelf life? What does the date stamp say?**

**How many bars are wrapped per minute?**

**How are stocks distributed?**

# 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



Cadbury is well known for its memorable advertising campaign – producers of ‘The Nation’s Favourite’ Chocolate.

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.

**What advertising and promotional activities are you aware of so far on the tour?**

**What does Cadbury do to get their message across? Give some examples.**

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

# INFLUENCING CONSUMER BEHAVIOUR

Use the table to identify the sales and promotional techniques that have influenced you so far on your visit.

Include the following:

Colour, image, impact

Movement – video screens, displays, signage

Product demonstrations

Sight, sound, smell, taste and touch

Area of the tour	Techniques used	Evaluation

List all of the examples of business communication that you have seen on your tour. These may include written, oral or using I.T.

## **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.**

With reference to theories of motivation – (Federick Taylor, Abraham Maslow, Douglas McGregor and Frederick Herzburg):

**Consider how Cadbury use financial and non-financial incentives to improve the performance of their employees.**



# 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.)**

## **IN STORE ENVIRONMENT LAYOUT**

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

<b>Ease of movement</b>	
<b>Type of display</b>	
<b>Customer comfort</b>	
<b>Positioning of the checkout</b>	
<b>Signposting</b>	

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

Take a look at the different job roles that exist within the retail outlet. Record the tasks they carry out and the skills and qualities that are needed. The list below may help you.

**Selling Skills – Retail Team**

Identify customer needs, product knowledge

Match products to customers

Handling complaints, exchanges and refunds.

<b>Job role</b>	<b>Skills/Qualities</b>

# NOTES