

THE SWOT ANALYSIS

FINDINGS, SUGGESTIONS AND
CONCLUSIONS

CHAPTER – VII

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CONCLUSION

A SWOT ANALYSIS DERIVED FROM THE DATA ANALYSIS AND INTERPRETATION

1.	STRENGTHS	
	CADBURY	NESTLE
	<ul style="list-style-type: none">➤ Satisfied customers➤ Preference for Cadbury chocolate and milk products is better than Nestle➤ Overall attractiveness of Cadbury products➤ Being better able to reap the benefits of the festive seasons or mood➤ Available assortment➤ Improved packaging➤ Effective brand ambassadors➤ Overall more demand & Preference among the dealers➤ Strong follow-up of order system➤ Effective advertisements➤ Strong distribution network	<ul style="list-style-type: none">➤ Available Assortment➤ Distribution network➤ Packaging

2.	WEAKNESSES	
	CADBURY	NESTLE
	<ul style="list-style-type: none"> ➤ Disappointment of the customers at times ➤ Packaging ➤ Unawareness of the customers about the existence of the customer complaint handling system 	<ul style="list-style-type: none"> ➤ Disappointment of the customers at times ➤ Ineffective advertisement and use of brand ambassador ➤ Less attractive window display or point of purchase ➤ Less attractive packaging ➤ Unawareness of the customers about the existence of the customer complaint handling system

3.	OPPORTUNITIES	
	CADBURY	NESTLE
	<ul style="list-style-type: none"> ➤ Developing better products ➤ Expanding market by entering into diverse areas in production line of food and beverages like; soft drinks once again ➤ Development of a sound customer oriented complaint handling system 	<ul style="list-style-type: none"> ➤ Festive seasons and Cultural beliefs and attitudes of people in India ➤ Use of non-conventional modes of promotion or communication like e-communication through Internet ➤ Scope of making advertisements effective and interesting and using effective brand ambassadors ➤ Developing better products ➤ Expanding market by entering into diverse areas in production line of food and beverages like; soft drinks ➤ Development of a sound customer oriented complaint handling system

4.	THREATS	
	CADBURY	NESTLE
	<ul style="list-style-type: none"> ➤ Competition from Nestle and other domestic and international players ➤ Competition from the other products in the same category like; Pastries and Sweets as well as other confectionaries 	<ul style="list-style-type: none"> ➤ Competition form the major giants like Cadbury and many others ➤ Competition from the other products in the same category like; Pastries and Sweets as well as other confectionaries ➤ Overall high preference of customers for Cadbury products ➤ Strong brand image of Cadbury products.

FINDINGS and SUGGESTIONS

1. The overall data across the background characteristic categories show that across the background categories the preference for Cadbury chocolate and milk products is better than Nestle.
2. Most respondents would purchase both Chocolate and Milk products of Cadbury for its Taste and that of Nestle for its price.
3. It can be seen that more percentage of respondents has seen the advertisement of both Cadbury and Nestle products.
4. Both companies have been using the promotion media to enhance the reach of their message to the target audience.
5. The overall effectiveness of the Cadbury products has been rated higher than that of Nestle products.
6. It is observed that for Chocolate and Milk products of Cadbury as well as Nestle, most of the respondents take festive season or mood and Word of mouth communication respectively as more important factors affecting their buying individually. Whereas packaging as a factor affects the decisions for both the products in Cadbury.
7. It can be seen that across all the predefined background characteristic categories, more percentage of respondents are satisfied with the availability of quantities or Size of Milk products and Chocolate of Cadbury as well as Nestle.

8. It can be observed that most percentage of respondents are satisfied by the packaging of Chocolate and Milk products of both Cadbury as well as Nestle.
9. Most percentage of respondents believes that there is a difference in Milk products and Chocolate available in India & Other Countries of Cadbury & Nestle.
10. Most of the respondents buy Chocolate and Milk products from Regular retail shops, Medical stores and Super markets, whereas most of them do not buy from Special stores like; Customs shop or a Dollar shop.
11. It is observed that Pastries seem to be the nearest substitute of the chocolate and milk products as most percentage of respondents across all the categories shows the readiness for the same.
12. Most percentage of respondents believes that there exists a significant price difference between the products of Cadbury and Nestle and that Cadbury has more prices than Nestle although it is not justified.
13. It is seen that most of the respondents believe that they have not been disappointed by any brand of Cadbury or Nestle.
14. Respondents have not been found to attach much importance to the brand ambassadors of these companies. However Cadbury does more advertising of its products and has an advantage of brand ambassador over Nestle.
15. It is observed respondents strongly believe that chocolates and milk products increase weight and are not sufficient to substitute normal food

requirements in routine. However, respondents disagree with the beliefs that chocolate and milk products lead to heart disease and that they are not good for overall health.

16. Traditional sweets can and do easily override customer purchase of Chocolate and Milk products.
17. It can be seen that most respondents would contact the dealer for resolving their complaints for both the products.
18. Most of the respondents are unaware of the existence of a sound customer complaint handling system in any of these companies.
19. Respondents across various background categories believe that Cadbury has a leading advantage over Nestle for its products.
20. Most of the respondents are of the opinion that Nestle should improve its brand image, launch new promotion schemes and improve quality to increase its market share. A significant amount of respondents also give importance to concentration on distribution and having better advertising appeal and message for the same.
21. Most of the respondents believe that Cadbury has been more successful in dealing with the festival demand trends in India as compared to Nestle.
22. It is observed that according to most of the dealers, the demand for Cadbury products is more among customers. On the other hand, dealers also prefer Cadbury products for their family use.

23. It is seen that most percentage of dealers are satisfied with both Cadbury as well as Nestle as far as the follow-up of the order is concerned.
24. It is observed that most percentage of dealers largely stock Cadbury chocolate and milk product brands, whereas a very less number of dealers for chocolate and for milk products keep the stock of both the brands.
25. It can be seen that according to most of the dealers, Cadbury does more advertisement of its products and has more sales promotion schemes. Moreover dealers like Cadbury schemes. As far as the flexibility of payment and credit is concerned, most of the dealers believe that both companies are equally flexible.
26. It is observed from that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.
27. It is observed that factor like; Taste, Brand image, Price, Emotion/attachment and New variety of a particular brand have affect the purchase of Chocolate and Milk product of Cadbury as well as Nestle and that the consideration of these factors by the respondents is more evident in Cadbury products as compared to the Nestle.
28. Respondents generate the awareness from advertisement sources like Newspaper, Magazine, Television, Hoardings and Internet for Chocolate and Milk product of Cadbury as well as Nestle.
29. Respondents can and do differentiate between effective and non-effective advertisements of Chocolate and Milk products of Cadbury and Nestle and that they consider Cadbury advertisements more effective as compare to Nestlé's.

30. Window display or decoration, Festive season or mood, Packaging, Remembrance of advertisement and Attractive name of a brand are the factor that affect respondents' decision to buy Chocolate and Milk products of a particular company. Respondents also seem to consider Cadbury's position better with respect to these factors as compared to Nestlé's.
31. Respondents are satisfied with the available quantities or size of Chocolate and Milk products of Cadbury as well as Nestle. Additionally they seem to be more satisfied with the available quantities of Cadbury than that of Nestle.
32. Respondents seem to be more satisfied with Cadbury packaging for Chocolate and Milk products as compared to that of Nestle.
33. Respondents believe that Nestle products available in India are different from that available in foreign countries.
34. Respondents believe that the Cadbury products are more easily available as compare to Nestle products.
35. Respondent have experienced disappointment from the brands of Chocolates and Milk products of Cadbury as well as Nestle, however this disappointment is less in case of Cadbury as compared to that of Nestle.
36. Respondents are found inexperienced as far as the existence of sound customer complaint handling system is concerned.