

Cadbury



Production

Cadbury produce chocolate bars in batch production. This is because Cadbury produce a wide variety of chocolate each variety needs to be produced in large quantities. Batch production allows large quantities to be produced but also allows the line to be stopped and then changed to use a different recipe or produce a different size. Cadbury also offer job production as well. They use this method when producing handmade or personalised goods (e.g. writing using melted chocolate).



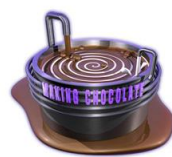
location

Cadbury World is a popular attraction in the UK, the Cadbury business is very successful and was founded by John Cadbury from a Quaker family. Cadbury world is located in Bourneville, Birmingham near a main road, this is makes the site easily accessible for customers, so that more customers can go to Cadbury world so more capital can be gained from their admission tickets. Also Bourneville has good water supply and rail links, which are essential for the transportation of the goods to the consumer. The first Cadbury store was a grocery store at 93 Bull street in Birmingham, then when the business began to expand, Cadbury rented a small factory in the centre of Birmingham for manufacturing. Then again, with the success of the business an even bigger factory was rented in the centre of Birmingham, and finally in 1879 the Bourneville factory is purchased.



Quality control

Cadbury have been known to use the taste method to ensure their chocolate is the highest quality, this is when every 20 minutes a chocolate bar is taken from each batch that is being produced and will be checked for their, appearance and taste. However, they also have a team of 150 tasters who carry out numerous and extremely detailed tests part of Cadbury's sensory analysis. These techniques are all part of Cadburys Quality control, so that all products are the best quality for the consumer so there is no wastage and therefore money is saved.



Aims and objectives

All cocoa is to be sourced in a sustainable matter

- Guaranteeing a long term sustainable cocoa yield

Reduce their carbon foot print

- Replace equipment to make it more efficient e.g. replacing the air compressors saved 2% of the total electrical use in the Bourneville factory

Reduce their water footprint

- Invest in membrane technology so that water can be re-used e.g. a third of the water is now re-used in the Bourneville factory



Staff Motivation

Cadbury Staff are very motivated this is because of self-satisfaction, the staff are working to create something that is loved and enjoyed by billions of people. Cadbury claim that staff will have immediate responsibility no matter what job they have, motivating staff because they feel important and purposeful. Cadbury also provide pension plans, with a pension fund, and have provided dental and medical benefits since 1910's.

In 2008 Cadbury demerged from Schweppes, splitting into confectionary and drinks business. In February 2010 Cadbury became part of the corporate company Kraft foods and then Kraft Foods announced they would be splitting into two companies beginning on 1 October 2012. The confectionery business of Kraft became Mondelez International, of which Cadbury is a subsidiary.

