

# Study of Cadbury Company with Respect to its Marketing Strategy

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**Abstract:** *The biggest candy company in the world is Cadbury Schweppes. In 180 countries, they produce, sell, and distribute branded beverages, confections, and chocolates that make people smile. They have been in business for more than 200 years, and today consumers all around the world enjoy their products, which include names like Cadbury, Schweppes, Halls, Trident, Dr. Pepper, Snapple, Trebor, Dentyne, Babelicious, and Bassett. Over 70,000 individuals work at Cadbury Schweppes worldwide. The confectionery division of Cadbury Schweppes plc, which is the market leader in the UK for chocolate, is called Cadbury. Compared to Europe and the US, Cadbury's Asia-Pacific revenues are less significant. Only 18% of the group's 2006 revenue of \$7427 million came from sales in Asia Pacific.*

**Keywords:** Cadbury.