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# Analysis Of Marketing Mix Of Cadbury's For Double Decker

The Marketing Mix includes 4 words all starting with 'p'. These words are Price, Product, Place, and Promotion. Firstly we will be talking about how Cadbury's uses Price and what pricing strategies they use to sell their products, the Double Decker.

Firstly, they may use price skimming to set their prices at similar ones as their competitors; this would be because most customers would choose theirs anyway since it's more reliable to purchase something off a well-known brand. However, they may also use Cost plus prices which would ignore the demand for the product and competition. This is actually a successful method for Cadbury's as it maximises their profits.

All though there is no information on what strategy Cadbury's used for their Double Decker, I believe they use competitive pricing which means they make it a similar price to competitor products but then also advertise it in many places so that more people end up hearing about the product compared to the competitors. This is a smart thing for Cadbury's to do at this stage in their business because of their well-known name; more people will choose their same priced product instead of any other competitor. Cadburys then use place to promote their product. They do this by spreading their distribution out. It is currently in many urban areas. This is because of strong demand in these areas, where as for rural areas the demand is much lower due to not as many people being from there. For promotion, Cadbury noticed that they were very popular among Indian people, they took this as an advantage and created a tag line which said "Kuch meetha ho jaye." This shows that Cadbury is trying to be friendlier among India and use their language to maybe make them feel more comfortable about buying their products. This is especially important when it comes to the Double Decker as it's shown to be a very popular product recently among India.

And finally, product, Cadbury's is currently leading the chocolate industry, and it's clear to see how. They have a large product range and are continuously getting sales. They also have their own products for special festive events such as Christmas and Halloween, an example of a Halloween product would be the crème egg. And for Christmas, there's Cadbury bundles including 8 different Cadbury bars. The Double Decker is a perfect example of what people usually enjoy receiving as a Christmas snack or even gift.

All of these factors are important to the product but I think the most relevant and helpful would be their pricing as there is so much competition yet Cadbury's is the most reliable, therefore

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more consumers are likely to buy there's for the same price as competitors, for this reason, Cadbury's should continue to use competitive pricing.

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