

Cadbury World Report



This report, is a follow on of recent trip to Cadbury world, it will explore the uses of technology and the costs and benefits of all different aspects of work over the years as Cadbury has progressed and developed.

History

John Cadbury first opened his own shop in 1824, he began his business as a tea and coffee dealer, and it was a small family business, which would soon develop into a worldwide international company.

He began to prepare drinking chocolate and cocoa, using a mortar and pestle – there was not much technology in the early years of the Cadbury business. He also began to experiment with cocoa in his spare time.

By 1831, John Cadburys small family grocery shop had developed into a business of drinking chocolate and cocoa. Because all the products were prepared by hand this attracted fashionable customers, and the business soon began to grow.



John Cadbury first started to make chocolate on a factory-sized scale in 1831, located in an old malt house in Crooked Lane, Birmingham.

Then in 1847, the business moved to a larger production line in bridge street, Birmingham. This location had its own private canal spur, linking the factory via the Birmingham navigation canal to the major ports throughout Britain.

It was located in the country, the location they selected, they named 'Bourneville' this was from the Bourne stream running through alongside the field, and 'ville' meaning town in French. By moving to the country they hoped to create a fresh, natural image for their chocolate and escape all the smoke and pollution from the city.

Location

By re-locating to Bourneville, Cadbury were able to re-invent the Cadbury chocolate image – They gave it a fresher image.



Also by moving to Bourneville, they also had easy accessed communication networks, including a canal and railway that both ran alongside Bourneville. This provided easy transportation for both raw materials to the factory and finished goods to be transported from the factory.

Bourneville was a large area which provided more than enough land for the factory and other land to build houses, schools and hospitals to attract employees.

Stock Control

Cadbury, use just in time as their method of stock control. They have a large amounts of crumbs delivered each day and fresh milk and eggs. They use this method as with chocolate and food products they have a sell-by date, therefore they cannot afford to keep large amounts of food products, as they

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will go off. Also Cadbury regularly change their packaging, for example they will change their packaging for Easter or Christmas.

Quality control

In the older days of chocolate production the only way that the standard of the chocolate would be measured is by taste testing it, this is known as the traditional method.

Even today the traditional method is still being followed, although there are often meetings of workers to discuss the quality of the chocolate, and what they can do to improve and raise their standards.

The every 20 minutes a chocolate bar is taken from each batch that is being produced and will be checked for their, appearance and taste.

Factors of production

Land:

- Land for the factory.
- All stages of producing chocolate.

Labour:

- Machinery workers.
- Managers.
- Designers.
- Lorry drivers.

Capital:

- Fixed – The factory and machinery.
- Working – The product (chocolate)

Entrepreneur:

- Sir John Cadbury was the first entrepreneur of Cadbury as he was the founder.

Method of production

Cadbury world mainly produce chocolate bars in batch production. This is because Cadbury produce a wide variety, including sizes and flavour. Although their main method of production is batch, Cadbury also offer job production as well. They use this method when producing hand made or personalised goods (e.g. writing using melted chocolate).

New technology

In the early days of chocolate production there was very little technology around and therefore all production was completed by hand. After a long time of working by hand, one of John Cadbury's sons was sent to Holland, he then brought back a new piece of technology, this produced a finer chocolate, and using technology and machinery to produce chocolate began to develop.

Nowadays all batch produced chocolate is produced using machinery in Cadbury. This is more efficient way, as more chocolate is produced with less work.

- 1680 Wispa bars per minute are produced.
- 300 million crème eggs are produced each year.

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Technology has also made wrapping and packaging more efficient.

- Over three hundred 49g bars can be wrapped every minute.
- $\frac{3}{4}$ million per day.

Advertisement

Cadbury advertise their products in a number of ways, using television adverts, the radio, adverts in magazines, adverts in newspapers and even billboards.

This is a way of expanding the business and gaining popularity. It will increase the amount of customers and therefore, more profit is made.

Cadbury spend a large amount of their money on advertising as it is not cheap and they do so much of it. For example it cost £700, 000 to play a Cadbury dairy milk advert before the world cup.

Advertising has changed a great deal over the years when Cadbury was first found, it was only promoted by word of mouth and simple posters, as the business has little money, and there was few people who owned televisions and radios.