

## Criterion 2F

### Cadbury's

### Departments

Inside a business there are many different functional departments all created to help the company in its organizational methods. There are many different departments involved with Cadbury's, as there are in any business all used for different functions. These are:

- Marketing and Sales
- Finance
- Administration and IT support
- Operations
- Research and Development
- Production
- Customer Services
- Human Resources

Many of these all blend in together on the area of their focus but still all play an important part in the running of the business. The three departments that I will be focusing on are Marketing and Sales, Operations and Administration and IT support.

### Marketing and Sales

The main things that are dealt with in the marketing and sales departments are:

- Market Research, both primary and secondary research
- Promotion
- Advertising
- Sales

There are the four P's of Marketing and Sales, Promotion, Price, Product, Place.

### Market Research

#### Primary Research

Market Research is identified as one of two, either primary research which is studies that have not taken place before or secondary research which is using research that has been carried out before. Primary Research involves things such as asking people questionnaires on their views and opinions of a particular product or sector. Many of these have taken place before for Cadburys and I have been asked in stores and around the Bournville site to fill out a quick questionnaire. I browsed the Cadburys website and found an online questionnaire referring to the site. **See appendix .**

#### Secondary Research

Secondary Research, otherwise known as desk research, is looking through information that all ready exists. This takes place often for Cadbury's also as they always look through old information to discover what the customers want and how preferences have changed throughout the

years. If information is collected from a book you must create a bibliography and write down the name of the book and the author so that you do not take credit for their work. [See appendix](#) .

## Promotion

Promotion is making customers aware of their businesses products. There are many ways of doing this including; showing customers how it will meet their needs, persuading customers to buy the product, making sure customers know where they can purchase the product and the cost of it and of course giving information about the product. Promotion can also occur as testing a product out before you think of purchasing it or even lowering the prices as low as they can go to raise interest in them. In some cases promotion can even be the one on one explanation of the product and the support needed if problems arise. [See appendix](#) . Promotion is seen everywhere like billboards, bus stops, pop ups, shop windows, leaflets, newspapers, magazines, carrier bags, television, radio, promotion on packages and sponsorship. [See appendices](#)

## Advertising

They use many different types of advertising such as television adverts, poster campaigns, on their website and billboards. These are all designed by a team of people who have a good understanding of what can grab the public's attention and encourage them to buy that particular product. The Promotional section designs the main characters, colours and ideas that will be involved and also decides upon slogans and titles. Then the Advertising section has what they have fabricated as a base to create a whole advert idea. A good way that Cadbury advertised itself was the Coronation Street adverts with the chocolate people. Cadburys has sponsored Coronation Street since 1996. Last year however they brought out new adverts of people that supposedly live on the street, but still advertise their product by sitting and eating it in different occasions. Cadburys also advertise using poster campaigns. These are normally bright and eye catching so as to grab your attention.

## Sales

The sales section of the department is one of the main because it is where the company keeps a check on outcome, income and down falls in sales. Weekly, monthly and yearly checks are carried out to see the company's biggest sellers and other products which sales need revising. This can also help them in the production of new products because they can see the most popular ones and create a new chocolate incorporating some of the same factors. [See appendix](#) .

All of this helps the company achieve its aims and objectives by influencing the public to buy it and assessing the company's gains and losses in finance. IT also plays an important role in the marketing and sales department because it is the easiest way to access, store and look over information. It is easy to use and employees involved in the department have to be able to understand different programs and formats. There are, many uses for IT in advertising because many

of the adverts produced have to be touched up and edited, all done using computer technology.

## Operations

In the operations department they deal with:

- Buildings and Land
- Equipment
- People
- Materials

The four basics of the operations department are CELL, Capital, Enterprise, Location and Labour.

## Capital

Capital is the posh word for money. Many new businesses get the initial investment needed from loans in banks to relieve money stresses. Most capital does come from the bank in the form of loans but can be a partnership or shareholders money helping you out. Cadburys has a number of shareholders, which they are devoted to making capital for and there are new share holders buying Cadbury shares all the time. It is obvious that Cadburys need money to operate like any other business but because of their huge success they are quite safe and don't have any serious money issues.

## Enterprise

This is where the initial business idea came from and where all the new ideas and events are decided. Cadbury's have a very good set of entrepreneurs who keep the business fresh and exciting by designing new brands all the time to try and inspire the customer. I could not discover any information about Cadburys entrepreneurs but I expect that they have rather a large team for such a big business. I do know though that they do not accept any ideas from the public, which I found peculiar but I am sure that they have some law-bound explanation.

## Land and Buildings

Businesses need land and buildings to work within. Cadbury builders are constantly viewing potential sites for a new Cadbury factory site or a superstore site but it takes a lot of long hard work to find the exact description that they need for their particular business. They also require nearby transport so that products can be shipped around and that visitors could go if they wish.

## Labour

There are a whole host of different jobs required in a working business manufacturer. Examples of these are managers, support staff, manufacturers, specialists, product checkers. Like being at school it is up to the operations

department to organize and ensure that all staff have a clear, rigid timetable to stick to to keep the business running smoothly. They also have to ensure that the company can cope with a number of sick days and that they are prepared to deal with any problems that may occur within the working staff. Operations must do all of this and get extra staff during busier times to keep the whole work force happy.

### Materials

Every business needs to ensure that the raw materials are present to work with. They also need all the little things such as bags for different size souveneirs and boxes constantly in stock. They must also ensure that every thing is accounted for so that nobody is dissatisfied with a product.

### Equipment

Operations deals also with the equipment factor and how everything has to be there to use. They also make sure that the vans and trucks are good and that everything is working order. Cadburys is a manufacturer which means that they need an awful lot of machinery to keep up with the work load and make sure that they don't get bogged down with stresses of not being able to cope.

### Administration and IT support

The Administration and IT support department helps the rest of the business run smoothly. Some of the things they deal with are:

- Clerical work (collecting and distributing mail, keeping records, organizing meetings and responding to enquiries.)
- Cleaning and Maintenance
- Health and Safety
- Security
- Software support, electronic communications and electronic transactions.

### Clerical Work

This may not seem to have an important role but it is what keeps a business running smoothly and is a task, which must be done. It is up to Administration and IT support to ensure that everything is set up for things to go ahead and that all meetings are carefully arranged and prepared. This could involve a number of things like remembering to invite everyone who needs to be there, setting up refreshments and even making sure that chairs and tables are correctly set up so as to not ruffle any body's feathers. I also emailed the Cadbury's enquiry email address twice and although in both cases they were not allowed to give me the required information, they replied within a day and personalized the message to ensure that it had been directly meant for you. [See appendix](#) .

## Health and Safety

With Cadbury's being in the food industry it is vital that they ensure good health and safety standards otherwise they would have the threat of closure and having the company taken away. To ensure good health Cadburys make sure that all of their staff are constantly having checkups and if they are even slightly ill they have the time of work if they handle food products to make sure that nothing spreads. Safety is more involved with machinery and heavy things which have regular checks to show that they are harmless. A lot of what is needed to guarantee that the factories are clean and tidy comes a lot into the next section, cleaning and maintenance.

## Cleaning and Maintenance

As the name suggests, this sector does exactly what it says it does. This is along with repairing any broken equipment and cleaning the men's toilets, great. Yet somebody has to do that job and Cadburys has to employ them. Cleaning and Maintenance is important because of the issues surrounding it like the health and safety measures, that's why health and safety and cleaning and maintenance go hand in hand. I can't really give any evidence on this section because there is no information to support it but it is obvious what occurs.

## Software support, Electronic Communications and Electronic Transactions

This is where the IT support part of the sector comes into it. They deal with everything involving computers in their offices. Software support is the general repair and help with any computer breakdowns or viruses. Electronic Communications includes things such as emailing and document downloads to telephone calls and text messages. This is very vital to the business because without communication it wouldn't run because everybody would be trying to work individually rather than as a team. I would think that electronic communication involves mainly written communication in the form of emails but telephone conversations are oral. Transactions are banking and credit cards. However these are more everyday things, for a large business this would probably involve taking large sums of money out of the bank to fund a new project. This means that the money must be protected and guarded to guarantee that it isn't stolen or misplaced.

## Security

Security also has a range of different things that it involves, from alarms to patrol men, all essential to looking after the business. In Cadbury factories across Britain there are probably thousands of pounds worth of security items which watch over the multi million pound business. Security may also be the protection maybe of somebody very high status in the company who could be at threat of kidnapping, maybe for a ransom.

Criterion 2C  
Cadbury's  
Co-operation

Examples of circumstances in which co-operation is needed

1. All companies face new challenges or problems over time and these need to be organized, with the help of each of the departments in the business. My first example is a new chocolate range, completely different to the normal things that they do.

To begin the Operations department needs to ensure that the business has the equipment and materials to make the new product and that the recipe is successful. After the completion of the product the Marketing and Sales department needs to design packaging around the chocolate bar and its qualities, taste, texture and presentation. This would take a rather long time to design and then when the packaging has been decided the operations department needs to make sure that they are processed. When the initial packaging is complete the marketing members need to decide if they are going to advertise and what the advert would include. Throughout this whole process the Administration and IT support department have been keeping things clean, taking orders, ensuring all machinery is of a good standard and making sure that it all fits the bill for health and standards regulations. With the co-operation of the sectors and all the others in the business this business activity can be achieved with some hard grafting.

2. Cadbury's have decided that their computers are too old and out of date and that they need to buy new, more developed in technology ones.

Operations would be the first involved as they need to decide what specific computers they need to fit the needs of the business and the job that they will be used for. Then the order would be sent and delivered. When the new computers are delivered Administration and IT support would check them out and make sure that they are the correct order. Marketing and Sales wouldn't need to get involved with this activity unless maybe Cadbury's sold on the old computers, then they may become involved.

3. Cadbury's is losing out money on a particular product

The finance department would have been the first to discover the products failure and why this may be so. Then the whole board could decide whether the product needs to be repackaged and if it would make a difference or if they should take it off the market completely. If they decided to try and restyle it, the marketing and sales department would have to do so. This

would in turn involve the operations department who are in charge of materials and any new materials needed would have to be bought. They may even have the Administration and its support department publish new posters and have letters sent out about the new look of the product.

## Achievement of Aims and Objectives

### Marketing and Sales

Marketing and Sales play a big role in a business and help the business a lot in the completion of its aims and objectives. The aims that they help with are to introduce new products successfully to its customers, to have a higher quality of products than its competitors and to make a profit on sales and improve the quality of chocolates that are not selling well. The marketing and Sales department do this by their great promotion, advertising and selling techniques.

### Operations

Operations are what keep a business new and fresh, and make sure that things are there. Some of Cadbury's aims and objectives that Operations help make doable are to make a difference to the people of the Bournville site, to lead in the area of community interest. They complete these aims and objectives by raising and earning money and making sure that the equipment needed for workers is available. They also have a team of entrepreneurs to help them design new chocolates, which will captivate the public audience.

### Administration and IT support

This department is what keeps a business running smoothly on a day to day basis. They help with all of the aims and objectives of the business because without the department the business would be dirty, unorganized and would have a poor quality of IT technology. They complete the aims and objectives by ensuring that cleaners are properly fulfilling their role and that the IT is satisfactory to standards. They also organize all of the mail and orders, which help a business such as Cadbury's complete orders and do deliveries on time.

## Criterion 2A

### Advantages and Disadvantages of how these four functional areas work together

#### Advantages

- All of the sectors I have covered all have dramatically different roles so that there is less chance of a dispute over opinion on subject matters.

- With the Administration and It support they have to be sure of letter deliveries and meetings being on time so these functional areas would all have organization together.
- All of the departments probably have a lot of support for each other because they are unrelated which would result in the help with completion of different tasks set within the departments of the business

### Disadvantages

- If the Administration department was to forget to order something it would/could affect all of the business departments, all because of one little mistake.
- Maybe little connection between department activities could make the departments not so strong as a team

### Changes

I don't think that it should be up to the operations department to give new ideas and decide whether to use them or not, I feel that this should be the job of the Marketing and Sales department because they deal with most of the things which would be involved in the discovery of new products, designs and schemes. I do not know and couldn't find out whether or not the company holds regular meetings involving all departments to keep a check on how everyone is doing dependently and how things could be developed for the whole company to work better as a team. If I was a manager of a large business such as Cadburys I would make it mandatory for these meetings to be held involving different people to keep a check on the business and the feelings of my employees. I think that this would result in a better atmosphere at the work place and much more efficient quality of work.

### Effect on aims and objectives

The advantages and disadvantages between the departments all help in a way because a disadvantage can always be resolved and changed to make it into an advantage so in the circumstances the business has a very high chance of successfully reaching their aims and objectives. What all of the departments in the business need to do to achieve their goals is to work together, efficiently and not forgetting happily to ensure the best working environment and result overall



## Criterion 2A

### Cadbury's

#### Advantages

- All of the departments have their own main role so they cannot make up to many of the decisions if it does not really relate to them
- Both Operations and Marketing and Sales are involved with the design of new products which means that more people are involved making the choice of what to be produced much more likely to be the right one.
- They are all working for the same business so any little disputes which do occur will be fixed rapidly because the workplace cannot afford poor quality staff and work
- Combined resources

#### Disadvantages

- Disagreements are bound to happen now and then so the final decisions would probably be put down to a vote.
- Conflict of interests
- The final decisions are always made by the head person so even if a lot of people do not agree with something they still can overrule them.

#### Changes

If I could make some changes within the functional areas of the Cadbury's business I would probably split Administration and IT support into two areas so that they would have a more direct task with less of a broad field. I would also take away sales control from the marketing and sales department because in my opinion the finance department should look after all of the factors involving money so it should be up to their department.

### Aims and Objectives

I think that a business would be nothing without a clear lineout of departments so that everything is kept orderly and managed by a particular person.