



اَوْبُنُورِ سَيِّدِي تَيْكُونُ لَوْ كَيْ مَارَا  
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TEKNOLOGI  
MARA

*Faculty of Business Management*

*Diploma in Banking Studies*

**OPERATION MANAGEMENT  
MGT 345**

**PRODUCT LIFE CYCLE  
(CADBURY'S DAIRY MILK)**

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# **1. Introduction, History, and Objectives**

## **1.1 Introduction of the brand/product**

The new milk chocolate was introduced to the British market in 1905 and, with its unique flavor and texture, quickly became the market leader.

Milk chocolate was first made by Cadbury in 1897 by blending milk powder with the basic chocolate ingredients of cocoa butter, cocoa mass and sugar. By today's standards the chocolate wasn't particularly good because it was very coarse and dry and neither sweet nor milky enough.

At that time, the Swiss dominate the milk chocolate market with a product of superior taste and texture produced by Daniel Peters of Vevey, using condensed milk rather than milk powder. In the early 1900s, George Cadbury Junior and experts at Bournville took on the Swiss, researching new recipes and production methods. By June 1904, the recipe was perfected and a delicious rich and creamy new milk chocolate was ready for production.

## 1.2 History

John Cadbury was one of ten children of Richard Tapper Cadbury, a prominent Quaker who had moved to Birmingham, England from the West Country in 1794.

In 1824, 22-year-old John Cadbury opened his first shop at 93 Bull Street, next to his father's drapery and silk business in the then fashionable part of Birmingham.

Apart from selling tea and coffee, John Cadbury sold hops, mustard and a new sideline - cocoa and drinking chocolate, which he prepared using a mortar and pestle.

### The New Milk Chocolate

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By June 1904, the recipe was perfected and a delicious rich and creamy new milk chocolate was ready for production. Launched in 1905, Cadbury proudly boasted that its new milk chocolate was not only "as good as," but better than the European milk chocolate. With its now-famous glass and a half of full-cream milk in every 200gms, it contained far more milk than any previously known chocolate.

## 2. Types of Product

### Cadbury's Dairy Milk Product

Cadbury's Dairy Milk have been operation more than 100 years. Since then, there is various of Dairy Milk product have been produce by the company. There are the several products that have been made by Cadbury:

- Dairy Milk Black Forest
- Dairy Milk Cashew Nuts
- Dairy Milk Fruit and Nut
- Dairy Milk Hazel Nut
- Dairy Milk Hazelnut Praline
- Dairy Milk Marvellous Creations Jelly Popping Candy
- Dairy Milk Marvellous Creations Peanut Toffee Cookie
- Dairy Milk Mixed Nuts
- Dairy Milk Roast Almond