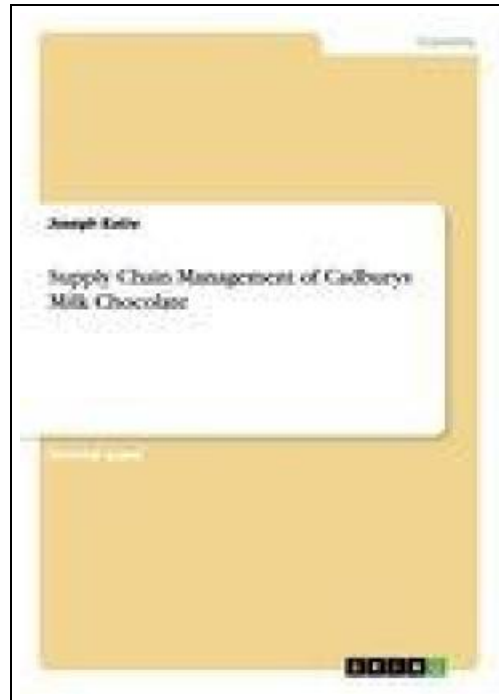


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SUPPLY CHAIN MANAGEMENT OF CADBURYS MILK CHOCOLATE



Grin Verlag GmbH Apr 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: A, University of Portsmouth, language: English, abstract: In today's world, people live in a world in which the range and variety of products from across the world which we consume are taken for granted. Logistics and Supply Chain Management have played an input role in allowing us an almost unlimited amount of choice in the food and drinks we consume (Waters, 2009; pp. 45). Fresh fruit and vegetables from every continent are available in Supermarkets. Clothing, electronic equipment and gadgets from China, Japan, Korea etc are available at prices far lower in real terms than ever before. Behind every one of these products is a Supply Chain, sometimes highly complex with flow of materials across numerous continents and some relatively simple. Besides, the divine Chocolate was set up by cocoa farmers with the aim of improving their sustainability and equity in the chocolate supply chain. In the process of production, the company invests in farmers is miniature compared to big players. Nonetheless, all the investments are substantial as part of its chocolate sales. This paper undertakes to provide an analysis of the of the end to end supply chain of Cadbury milk chocolate. This is done through highlighting on numerous issues such as the role of logistics, supply chain management, among others. Slack (2009, pp. 57) asserts that it is important to note that in answering to public call; most chocolate firms have decided to work on developing their supply through joining initiatives that insists on addressing several social issues. Some of the issues that such...



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