

EXECUTIVE SUMMARY

This freelance project is undertaken as a part of MBA program,entitled **“A STUDY ON IMPACT OF PACKAGE ON CONSUMER BUYING BEHAVIOUR OF CADBURY PRODUCTS ,BANGLORE”**.the main purpose of the study is to understand about the packaging systems of Cadbury and associated functions being done in the marketing industry globally as well as india to under stand the concept in better manner **Cadbury** has been chosen as the subject company.

In the modern marketing industry , where marketing, labeling, advertising is one of the major challenges faced by all the manufacturers and entrepreneurs the role of the packaging is very essential and this study will help in understanding various aspects related to packaging and the measures taken by the Cadbury company.

This study was conducted online on a freelance basis, where the information has been collected from various authentic sources available in the public domain. Since, Cadbury. is a company which trades publicly, accurate marketing details have been extracted primarily from the publications issued by the organization along with the help of various supporting source of data.

The data which has been collected is being analysed using various marketing tools which was been taught as a part of MBA program.