



**JAMES ROSS
CONSULTING**

Helping Cadbury, the world's number one confectionery business to reduce packaging costs across three continents.

Cadbury is an international confectionery company, engaged James Ross Consulting to assist in reducing the cost of their primary and secondary packaging. JRC's innovative approach was to design and implement specification changes to the packaging so as to improve costs through the optimization of materials, packaging processes and distribution.

Business Challenge

The business was under pressure to save money because of the acquisition of Adams and procurement teams were keen to engage JRC to help reduce packaging costs in the US, Canada, Russia, Poland, UK, Ireland and Mexico. The challenge was to assess manufacturing plants across these countries to identify packaging value optimization opportunities, and then implement them. Areas of difficulty lay with data collection, analysis and validation across the Cadbury business whilst internal re-organization and re-structuring was taking place.

How JRC Helped

Within each market (i.e. Americas, EMEA and Australasia) JRC conducted a packaging survey to scope out the areas where major packaging cost savings could be achieved. Each survey was conducted over a six week period and proposals were put forward for 'implementation' phases. James Ross Consulting managed these implementation phases and worked alongside procurement, technical and marketing and manufacturing departments to ensure that each packaging specification change would both work in the field, and would realise the savings put forward in the proposals.

Value Delivered

JRC's innovative approach was to design and implement specification changes to the packaging so as to improve costs through the optimization of materials, supply, packaging processes and distribution.

About Cadbury

In 2003 Cadbury completed an acquisition of Adams from Pfizer forming the world's largest confectionery business. They now enjoy leadership positions in sugar and functional confectionery and the number two position in gum while gaining access to major new markets, particularly Latin America. To retain shareholder value after this acquisition Cadbury proposed a significant profit improvement target across the business globally.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

Cost Optimization, Technical Support and Analytical Services