

3. Mars in the United Kingdom

In 1932 Forrest E Mars arrived in England from the USA and set up a factory in Slough to produce the now, world famous Mars Bar. Since then the privately owned company has produced numerous successful brands in each of its five key segments: Chocolate, Food, Petcare, Drinks, and Gum and Confectionery. The Mars Bar is still a great success today and over 3,000,000 are produced each day at the factory which is still located in Slough. The Mars Bar has been a 'cash cow' for the company for many years and the chocolate bar has enjoyed a very lengthy **Product Life Cycle** as one of the leading brands in the UK chocolate market. The **branding** of numerous products using the 'Mars' name has been a significant part of the corporation's marketing policy over the last 80 years.

<i>Examples of Mars related products</i>
• Mars Delight
• Mars Chocolate Drink
• Mars Ice Cream Bars
• McVities Mars Mini Rolls
• Mars Rocks
• Mars Muffins
• Mars Flavia Coffee
• Mars Planet

- (a) Describe, with the aid of a diagram, the various stages of a 'product life cycle'. [8]
- (b) Why is it important to the Mars Corporation to have cash cows, such as the Mars Bar, in its product portfolio? [6]
- (c) Analyse why Mars uses branding as part of its marketing strategy. [6]