

## Project 2 :- Commercial Project



Cafe :- Cadbury Dairy Milk  
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Interior Design -AND Academy  
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## About Cadbury Dairy Milk

- Dairy Milk is a brand of chocolate bar made by cadbury.
- Popular in both the united kingdom and around the world.
- Introduced in 1905, but it came to India in 1948.
- Dairy Milk understands the importance of sweets in the Indian context. Hence its campaign “Kuchh meetha ho jaye” resonates perfectly with the Indian audience
- Its popularity rose in 1994 when the ‘Asli Swad Zindagi Ka’ (meaning The real taste/essence of Life) ad where the girl started dancing on the cricket field while enjoying the bar.
- On average, 350 million dairy milk bars are sold every year, all over the world.

————→Old Version of Dairy Milk←————



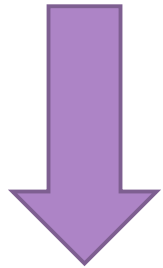
1990



1993



1999



New Version



## Advertisement's Link



→ <https://youtu.be/6kdMcu9N27g> - old one



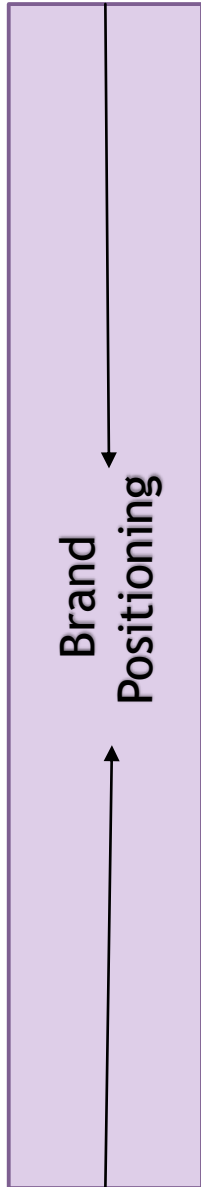
→ <https://youtu.be/ugp1lhxHT48>

## Brand Popular Slogan

Kuchh achaa ho jaye  
Kuchh meetha ho jaye

Baddi dosti ke naam  
kuch meetha ho jaye

Asli Swad Zindagi Ka



- Varieties of Chocolates
- Right Packaging
- Middle Class
- Mid Segement Brand
- Rooted in tradition but modern
- Ready to redefine tradition

# Competitor Of Brand

Brand	Starbucks
Position	Permium cafe Range of coffee
Target Audience	.Mostly Age group-18 to 60 / urban region middle and upperclass .formal meetings .business person .friends/colleague / A place to chat with friends with our partner A place to work

Competitor - 1

Brand	Amul
Position	Quality varities of chocolate
Target Audience	.Age 12 to 60 .Middle class .college students, Friends, casual meetings, couple, School students

Competitor -2

## Personality of Brand



Bright Colour



Care



Loving



Happiness

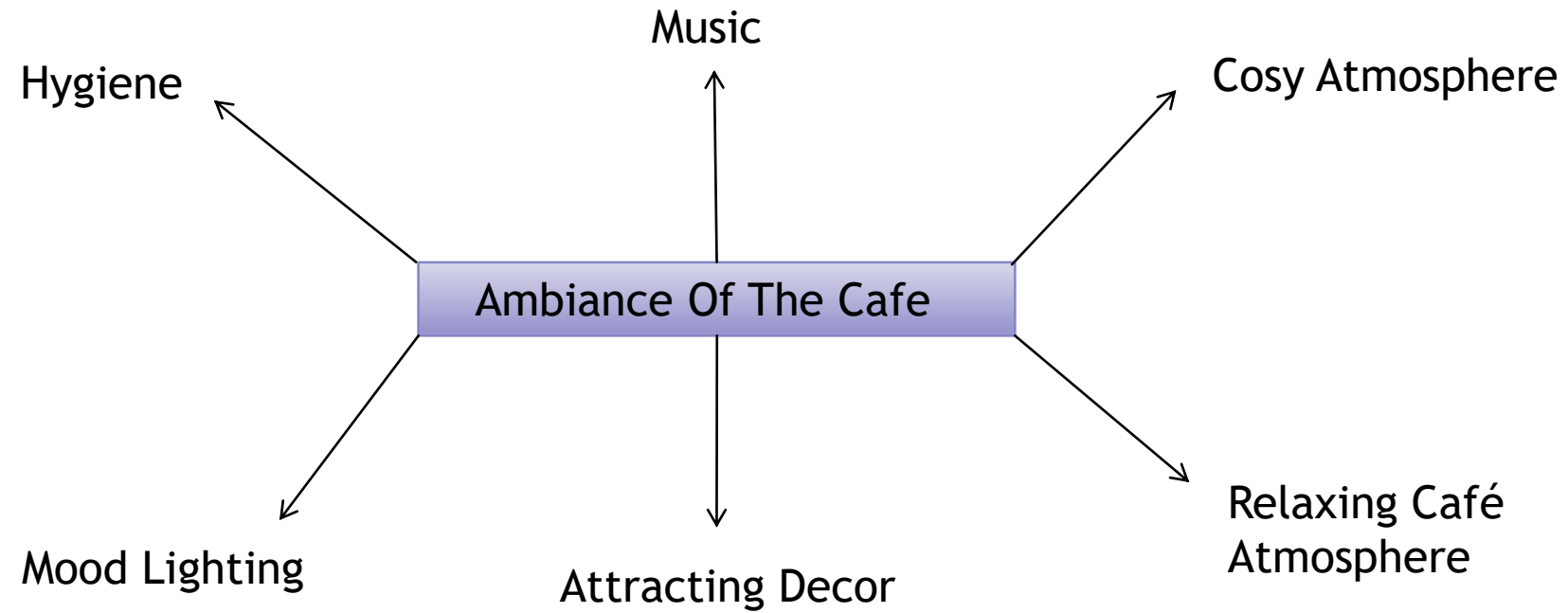


Romantic



Young Heart





## Why is your brand diversifying (Expanding) into your assigned Typology (CAFE)

Cadbury dairy milk is expandable brand. Mostly everyone in the society loves to have the varieties of dairy milk but it can more expandable if it produce a flavour of dark chocolate as we know some diet conscious just need to switch their mind because of sugar but if there is a variety of dark chocolate than they will also able to enjoy the brand. Dairy milk doesn't have any cafe so it quite be very good to expand the brand by having a lot of cafes with varieties of beverages .This makes other cafes to have new competitor in the market.

# Brand Target Audience

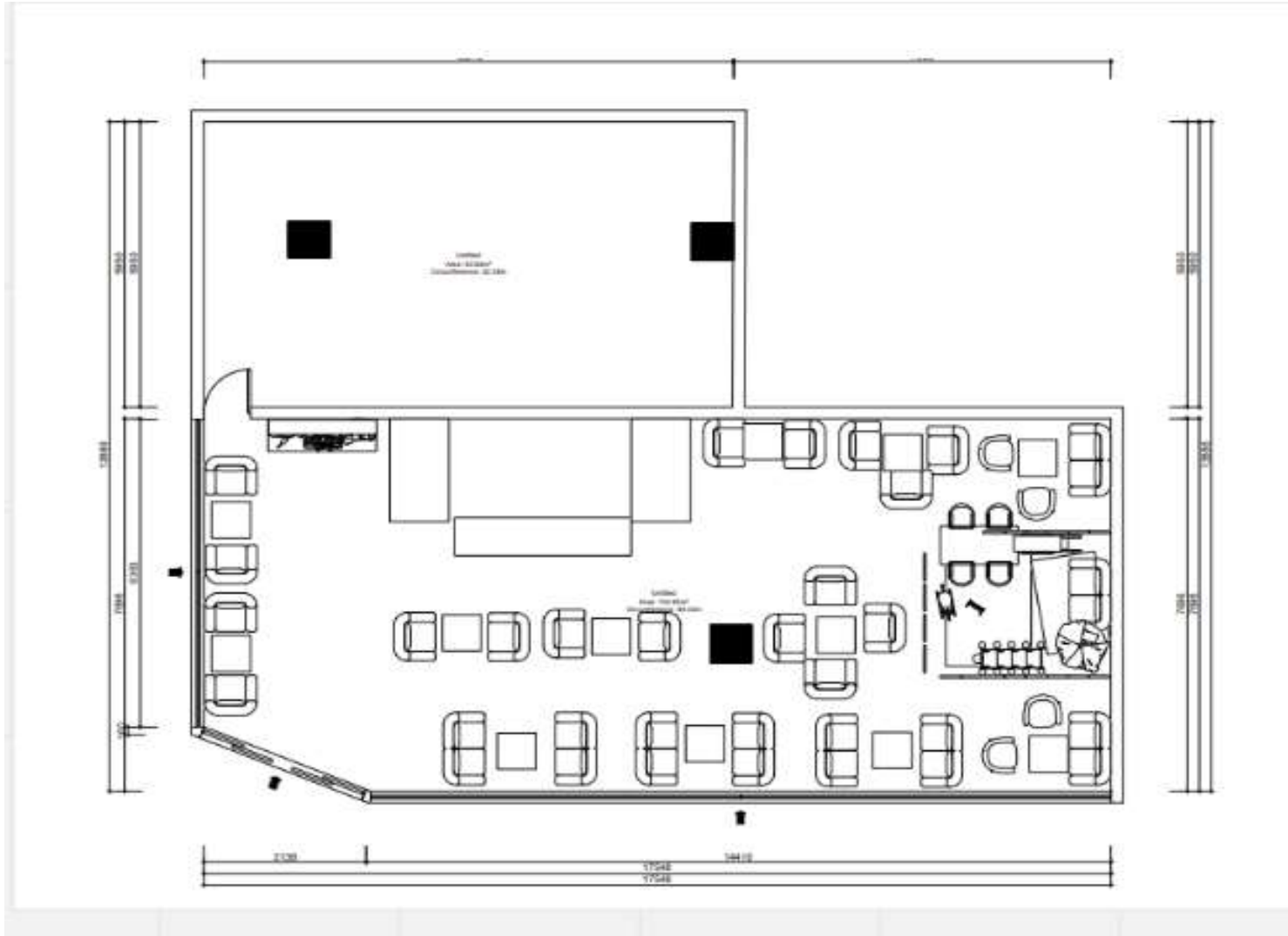


- All Age Groups - Family, Teenage, Youth
- Middle Class / Urban Region
- Hang around with Friends
- Couple go on coffee date

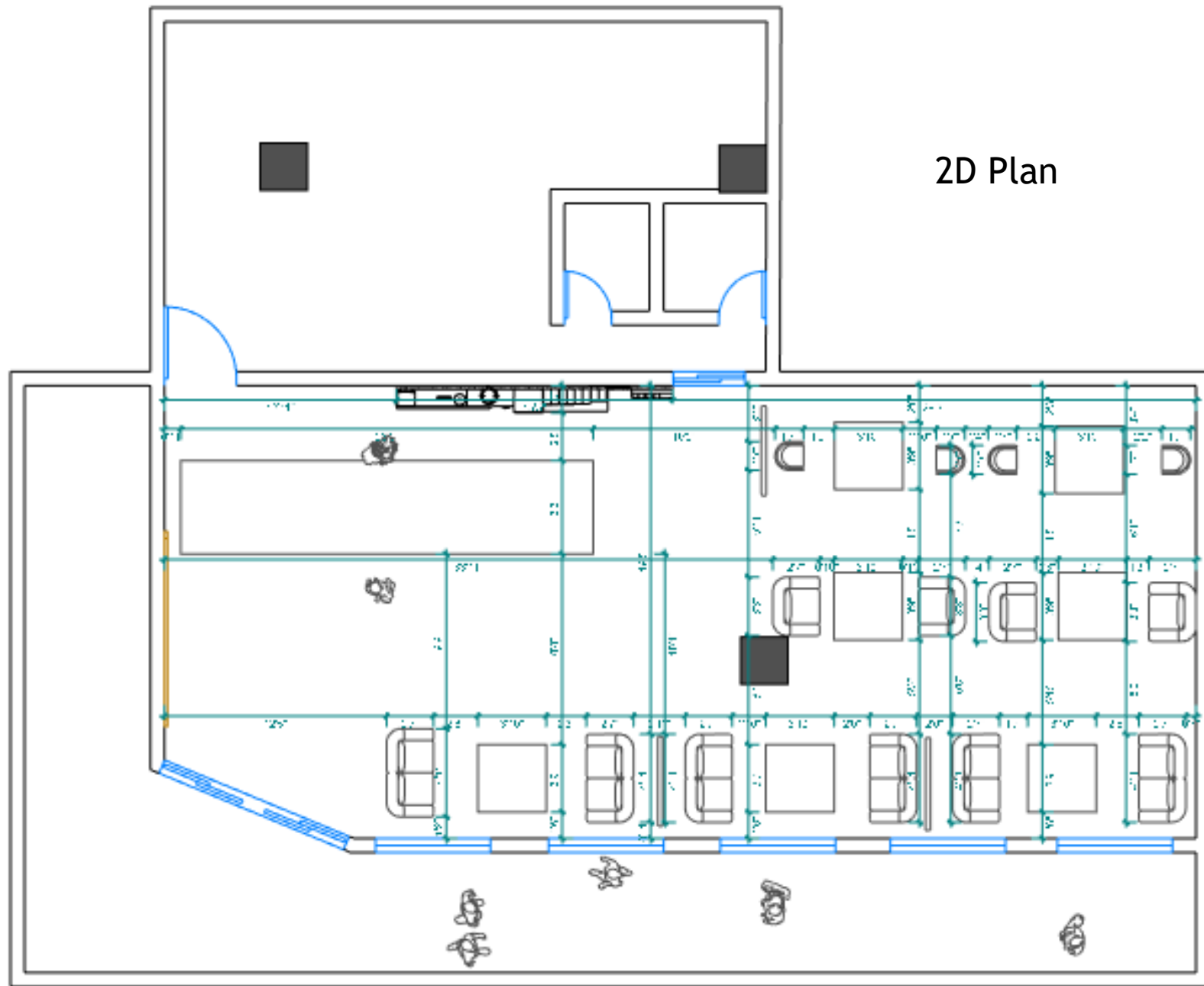


# MOOD BOARD





2D Plan



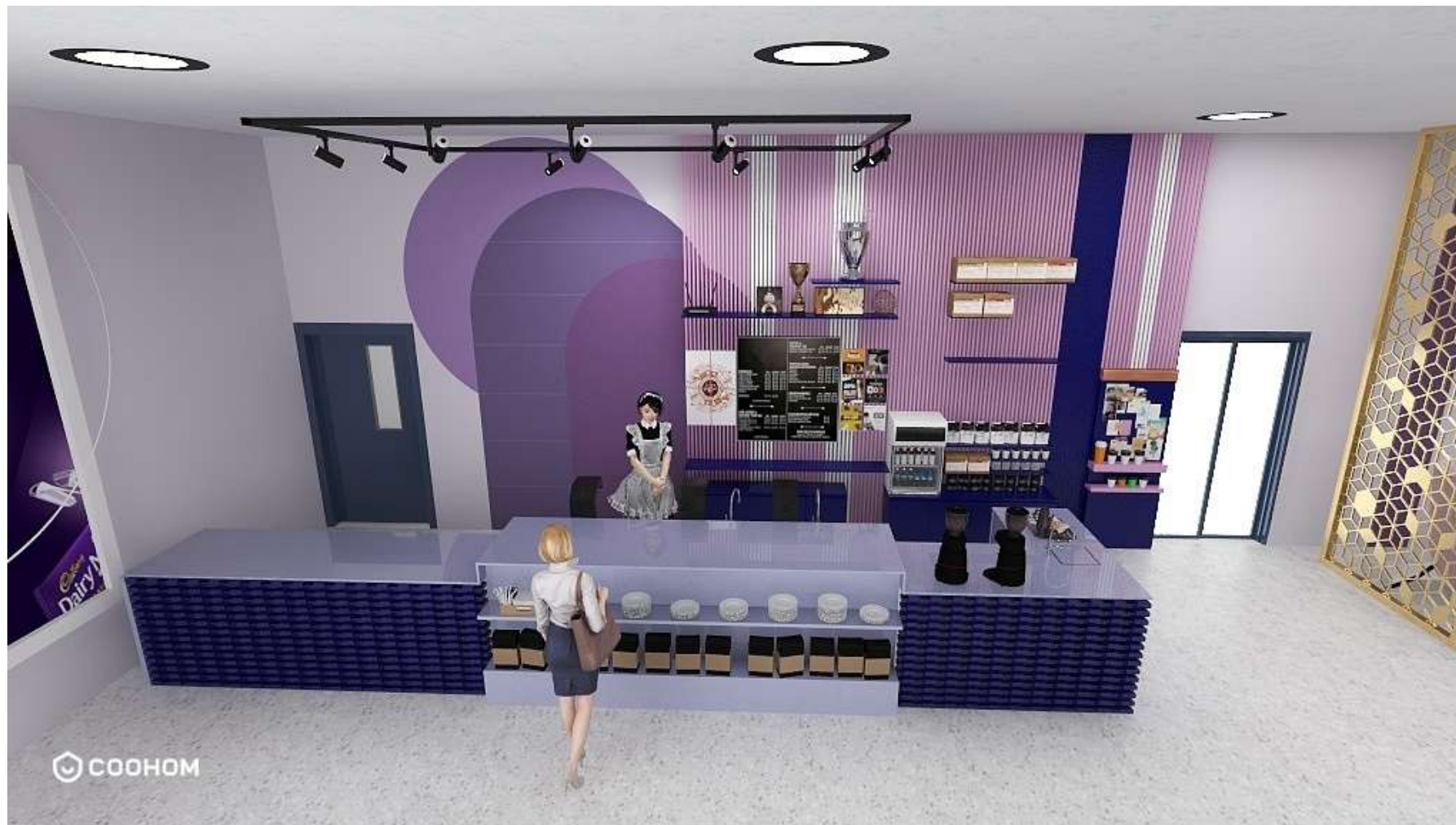


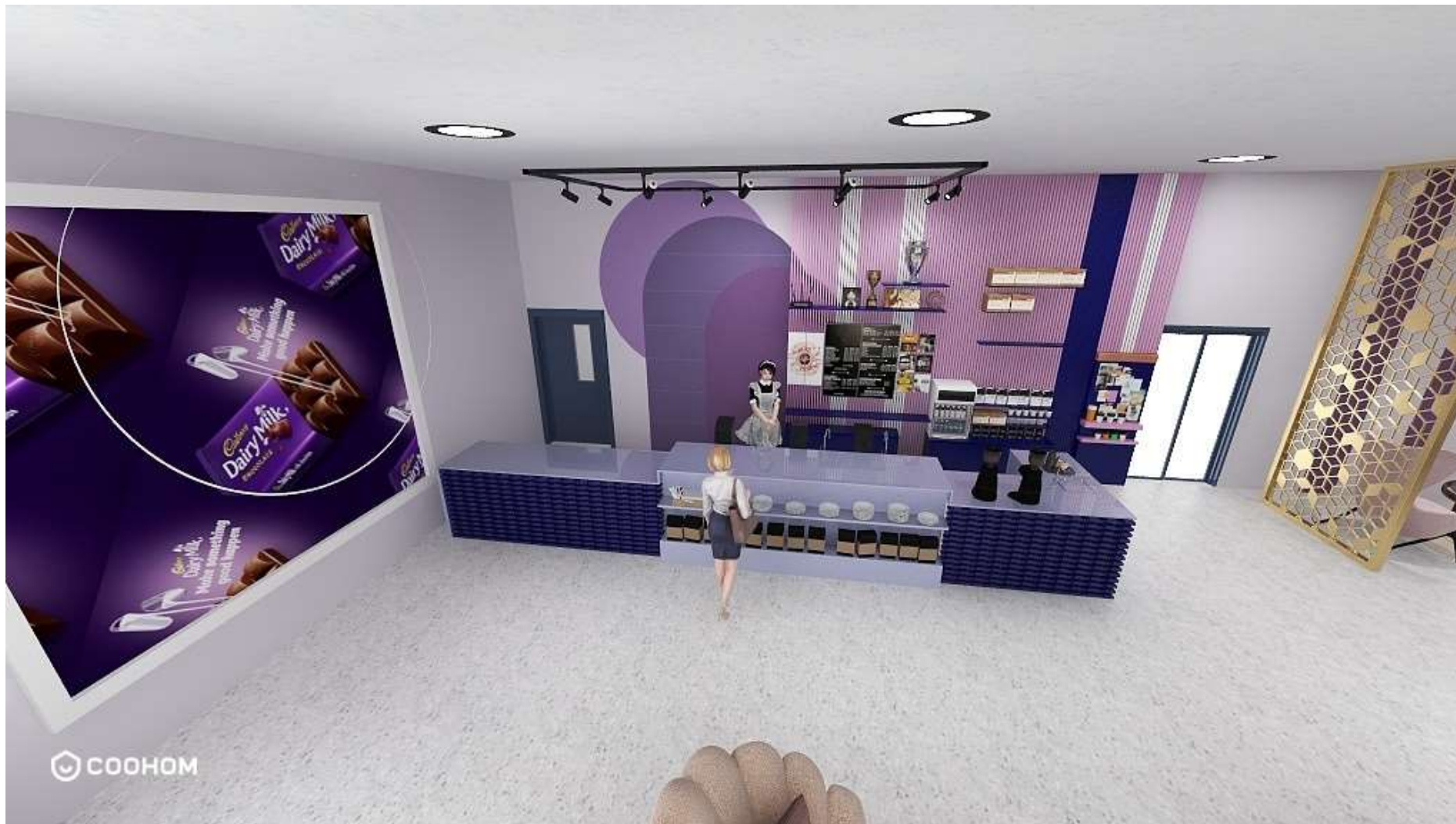
## 3D plan











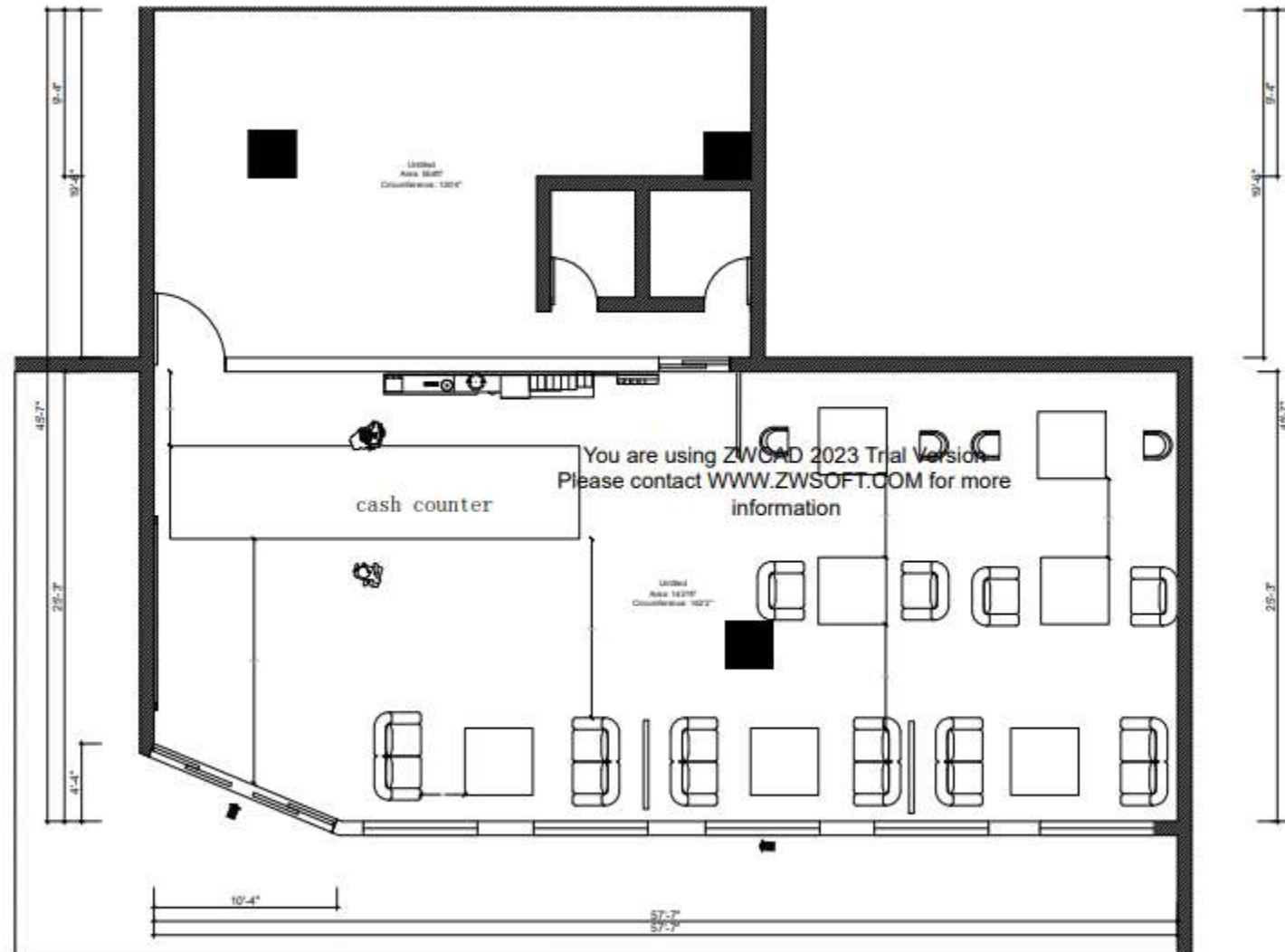




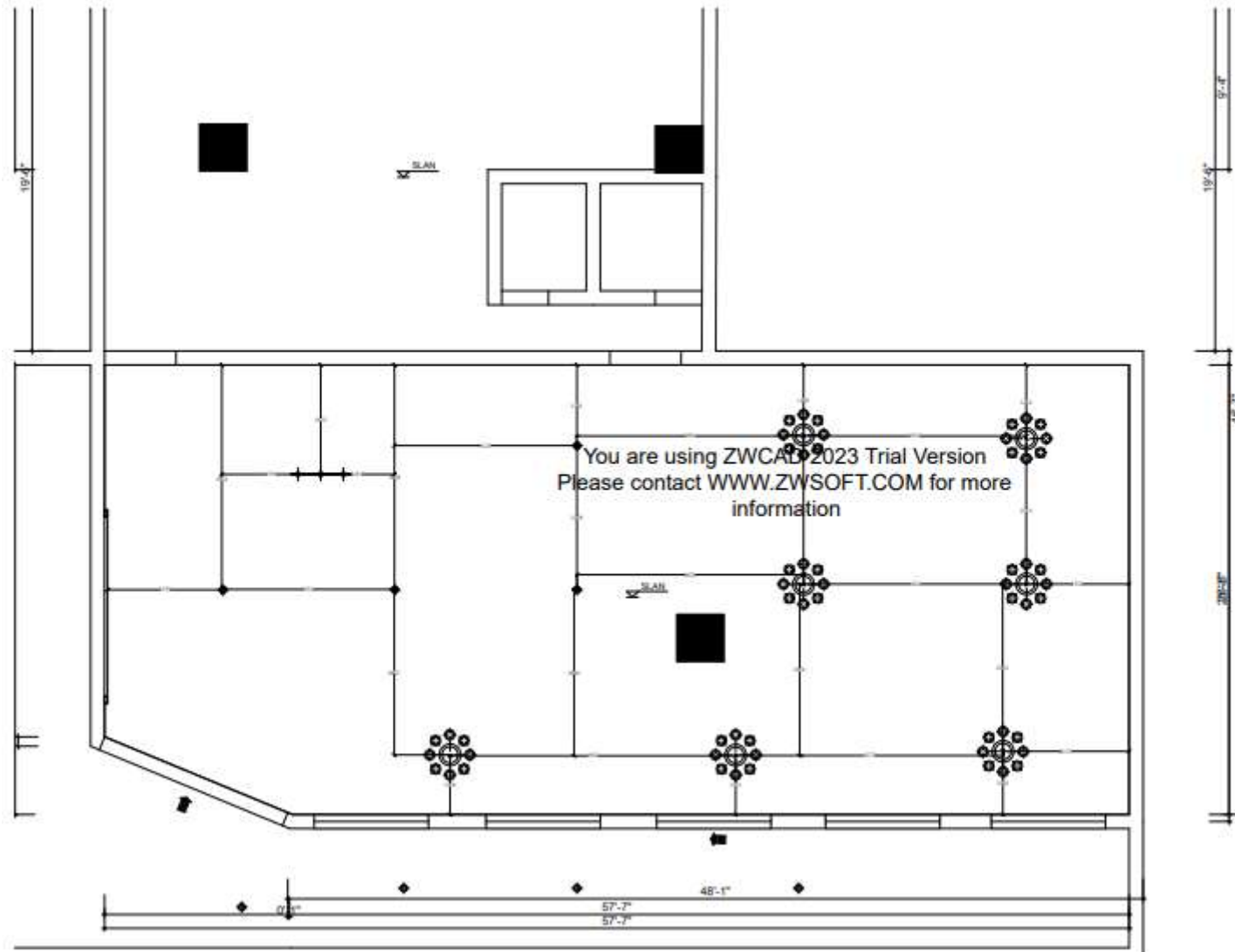


# CAD DRAWING

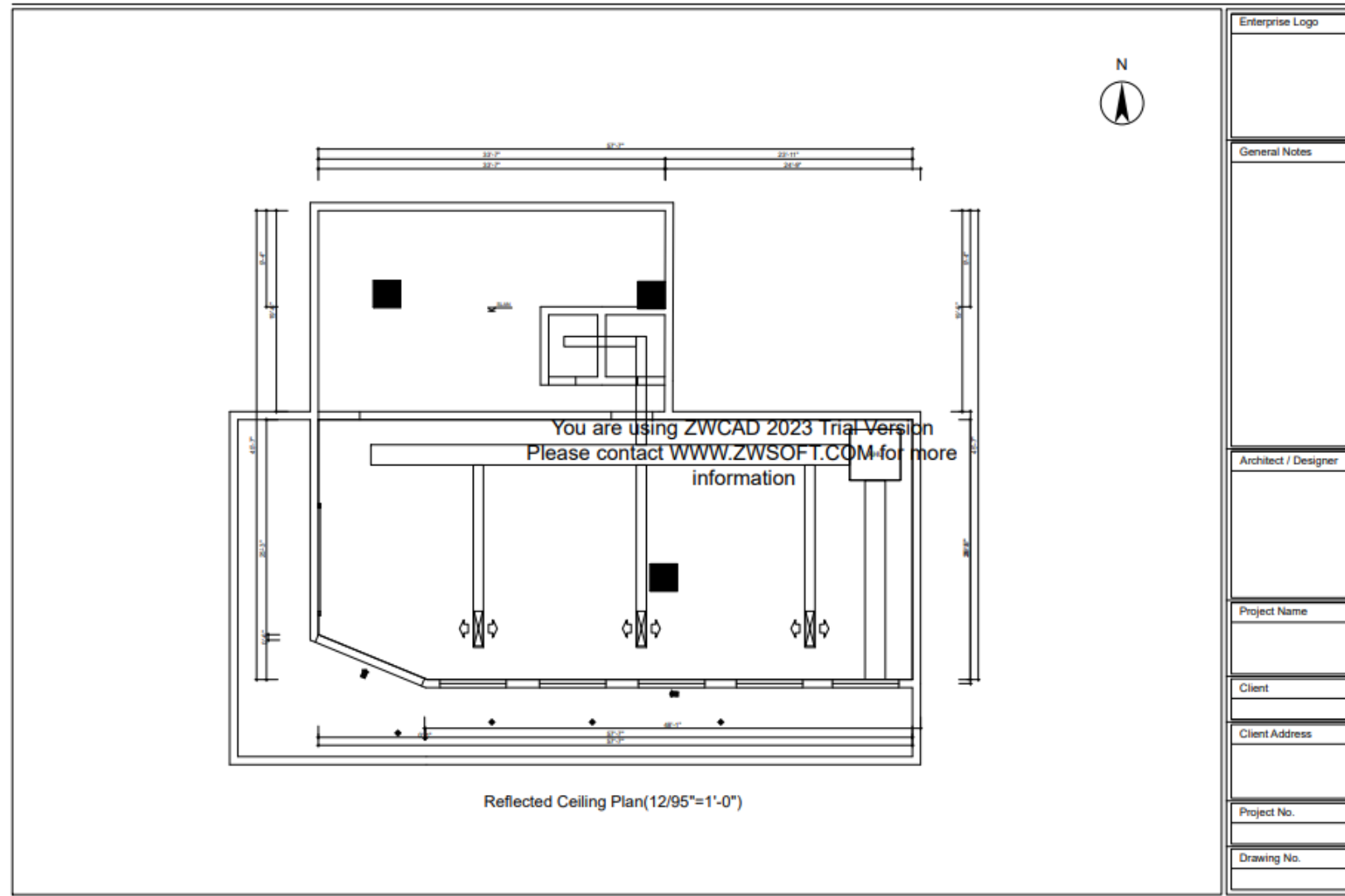
Floor Plan



# Ceiling Light Plan

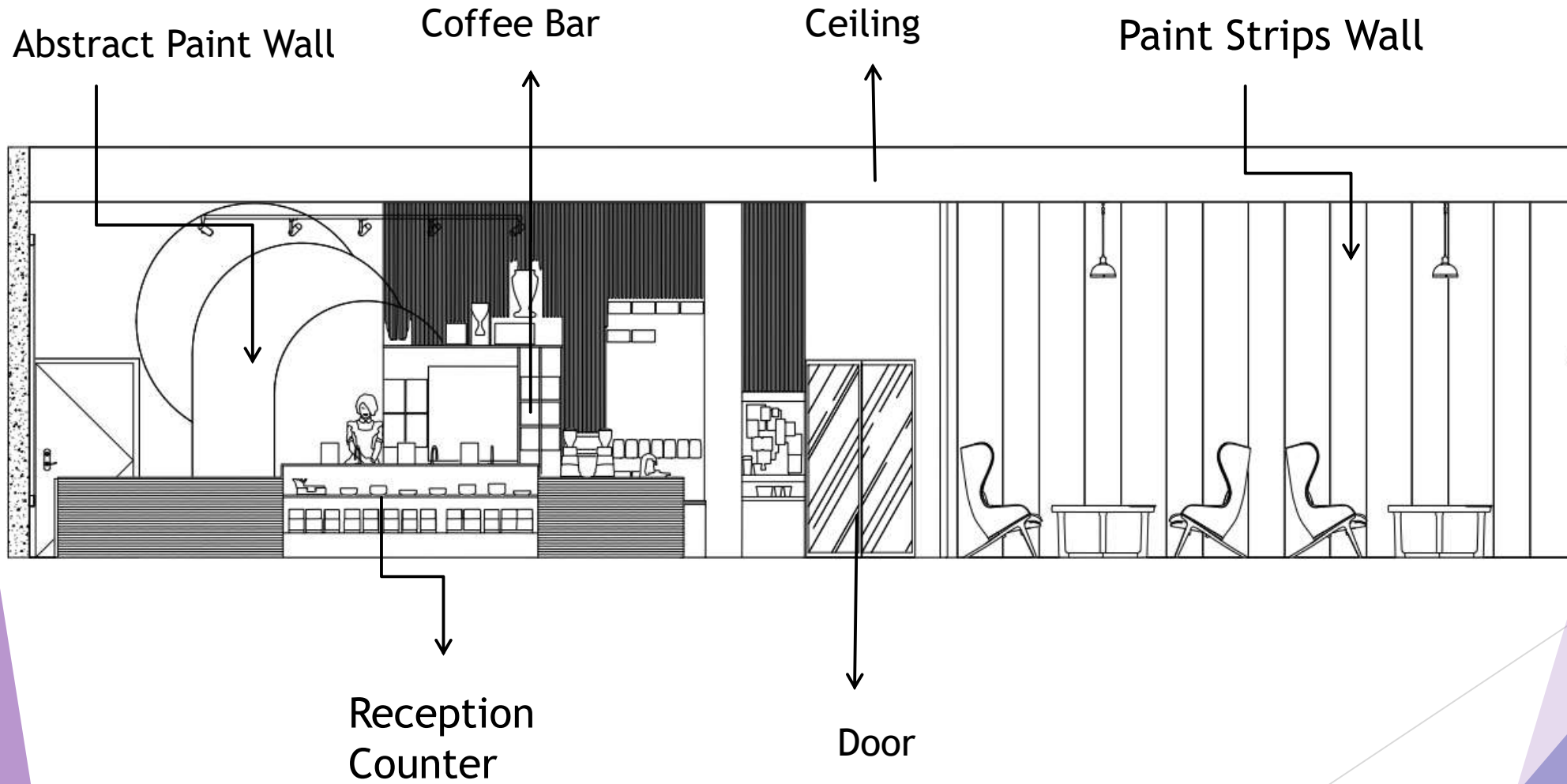


# HVAC Plan



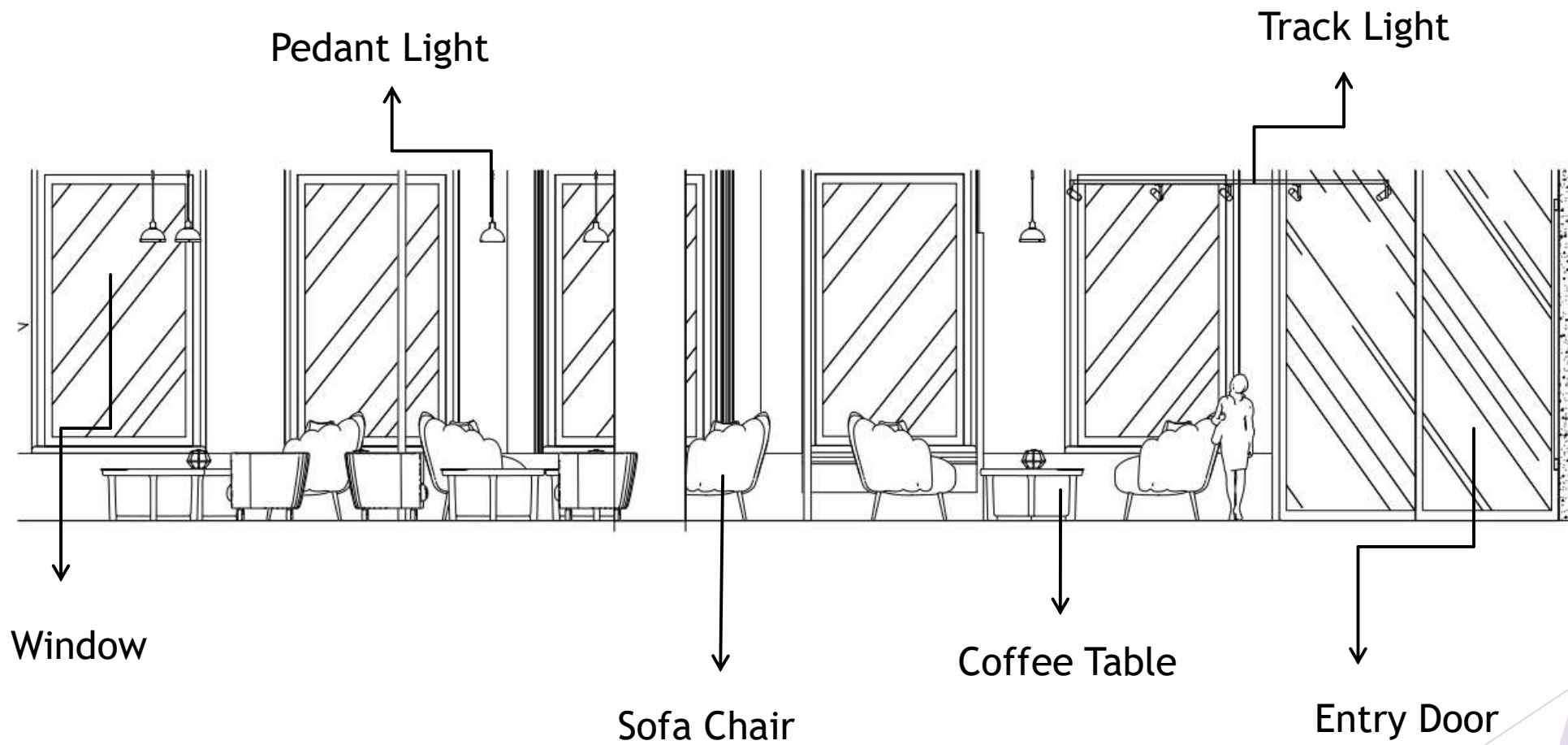


# Elevation A












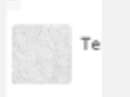




## Elevation B



## Call Out And Specifications

Description	Specification	Size	Quantity	Supplier	Rate	Amount	Image
Chair	Velvet seat and metal leg	single seat 2 ft 5 in w 2 ft 9 in H	4no	Pepperfry	7000	28000	
Sofa chair	Velvet seat pine wood	Two seater sofa 5 ft 1 in L 2 Ft 3 in W 3 ft H	6no	local vender shop	118000	108000	
Coffee Table	Glass top and wooden leg	2ft 6 in L 2ft 6in w 3ft 6in H	7no	local vender shop	4500	31500	
Counter	Wood	23ft L 5ft3in W 4ft8in H	1no	local vender shop	30000	30000	
Switch board	Plastic	25*6.5*25centimeters	9no	Havells	1187	10,683	
Partition	Metal frame	5ft L 13ft H	3no	local shop	7000	21000	
Door	Teak wood	4ft L 7ft3in H	1no	local vender	8000	8000	
sliding door	wooden frame and glass door	4ft L 7ft3in H	1no	local vender	7000	7000	
Back rest chair	velvet seat	2ft9in L 3ft W	4no	pepperfry	19000	76000	

Description	Specifiction	Size	Quanity	Supplier	Rate	Amount	Image
Pendant light	Metallic black hanging light	0'11 L 2'9ft H	7no	Syska	800	5600	
Downlight spot light	LED 12watts	1"4 L 1"4 W	10no	syska	649	6490	
Morden track light	LED 30watt	11"11ft L 7"10ft W	1no	syska	6800	6800	
Terrazzo tiles	chips of marbles	12*12inch thickness 10mm	15 tile per box	kajaria	4999	14997	
Window	teak wood	6"5L 10"7W	5 Frame	local vender	5000	25000	
paint	matt		4litres	asian paint	370	1480	
white paint	matt		6liters	asian paint	368	2880	



THANK YOU