

Michael Levens Marketing Defined Explained Applied

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seminar paper from the year 2014 in the subject business economics offline marketing and online marketing grade 2 0 university of applied sciences essen language english abstract in this assignment named market analysis of red bull based on the countries germany switzerland and austria the goal is to analyse the market of red bull with its competitors customers and market position red bull is a company and brand founded in 1987 with its slogan red bull gives you wiiings the company launched by dietrich mateschitz sold more than 35 billion cans until now and is available in more than 165 countries the brand is well known because of the large amount of athletes in sports and extreme sports sector they are supporting they are having their own sport events and additionally teams in such different sectors like e g football formula 1 or flying the biggest event they were supporting in the last years was the jump up from stratosphere of felix baumgartner red bull had also had some problems in the past not only with new out coming competitors but in some countries are legal requirements to enter the market and health concerns are producing negative publicity because they were warning customers that the drink can harm healthiness other points which are influencing the market position are that the price is very high and the competitive prices compared are much cheaper positive points to mention are that red bull helps it s customers to overlap working much hours and to support them doing diet or sports more effective another important point is that the company is always using newest technology the disadvantage is that there are many competitors with cheaper prices and red bull itself has a small product portfolio only six different drinks all in all it can be said that they are the market leader with a big growth in other countries and are seen as unique by the consumers they have an attractive image and they are offering not only a drink but an experience this is what creates their unique selling proposition in a way with a clear brand personality combined with an emotional binding and a high public interest their positioning in the market is very high levelled what is caused by the old but also modern slogan that s a high premium drink and not linked to a specific activity but to bear in mind is that it would become more difficult to hold the market leadership and justify premium pricing as well as their production methods

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analysis for marketing planning 6 e by lehmann and winer focuses on the analysis needed for sound marketing decisions and is structured around the core marketing document the marketing plan whether studying marketing strategy or product brand management decisions students need to be able to make decisions based from sound analysis this book does not attempt to cover all aspects of the marketing plan rather it focuses on the analysis pertaining to a product s environment customers and competitors

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