



Product and Price Analysis of Red Bull in Central Europe

By Julia Teigeler

Grin Verlag GmbH Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, University of Applied Sciences Essen, language: English, abstract: In this second assignment named 'Product and Price Analysis of Red Bull in Central Europe' the goal is to analyse the 'product' and 'price' strategy and to give a short overview of their 'place' and 'promotion' strategy. Red Bull as company was founded in 1987 with its slogan 'Red Bull gives you wings'. The firm developed by Dietrich Mateschitz sold more than 35 billion cans until now and is available in more than 165 countries. The product is developed from a Thai energy drink and includes caffeine, taurine, B-Vitamins, saccharose, glucose and water, what can be consumed by people in many situations for their physical and social needs and Red Bull created an emotional binding. The product is only available in six different types but because of the well established brand and its young and modern image people have a positive association with it and...



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