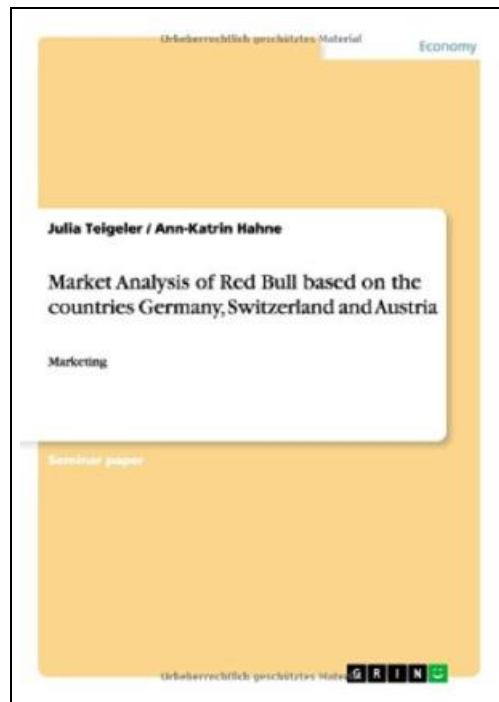


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GRIN Verlag GmbH. Paperback. Condition: New. 32 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, 0, University of Applied Sciences Essen, language: English, abstract: In this 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 wiiiings. 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 its 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...



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