

Product and Price Analysis of Red Bull in Central Europe



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(Mitchell Kuhn III)

PRODUCT AND PRICE ANALYSIS OF RED BULL IN CENTRAL EUROPE



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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 wiiings'. 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-Vitamines, 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 so buy it. The Company has worldwide steady growth rates although it is sold at a very high price level with compared to that low production costs. In contrast to that the competitors' products are much cheaper, but Red Bull sticks to their prices even many competitors entered the market. But it can be said that Red Bull is aiming for an abnormal profit and concentrating on internal and marketing orientation when setting their prices. The consumers are paying for the 'way of life' and the quality. To the place and promotion strategy can be said that Red Bull is...



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