

Summary

[Linguistics](#), [English](#)



Executive Summary Redbull-Cola Marketing Strategy Redbull cola though not a new product in other parts of the world is considered new in Canada since it has never been there. This product accompanies the company's core competence which include: potential access to a wide variety of markets; make a significant contribution to the perceived customer benefits of the end product; and difficulty to imitate by competitors. Its major target is the youth among them those engaging in sporting activities and adventures.

After a SWOT analysis a few factors arose. The being a mixture of most favourite products available, the new product had a known baseline, making it also enjoy no completion. On the weaker side it has, Low amount of capital in hand that brings low production capacity. This creates a higher final product prices because of the production capacity and volume. Besides its also has limited distribution channels. The product had a major opportunity in form of large scale sales opportunity because of the unavailability of the product in the country. It also faces threats such as similar product from competitors such as Coca-Cola, which also come with low prices and better sales promotion. These also have larger distribution channels.

The product will ride on the market base created by its predecessors. It will also come under the category of premium cola. The packaging will be done in the manner that consumer are use to from the other Redbull brands.

Same can and four cans per packet. In order to be at the same level with other cola brands, the price will be between \$2. 00-\$3. 00 CND for every can. This will help appeal to the consumers. The main promotional strategy will be use of social media especially Facebook. Targeted consumers will be able to like the page then the page will be redirected to the user's friends' pages as

a suggested page. This is most effective in terms of cost and target audience given that most of the youth engage in social media. Distribution of the product will be in a similar fashion as other Redbull brands: it will be sold in local convenience stores, gas stations, grocery stores, and bars and nightclubs.