

Marketing project of peja beer in monaco

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Introduction. With more than 300 days a year of sunshine, residents in Monaco can take advantage of the Mediterranean, and all of its seaside activities. Monaco's close proximity to the Southern Alps, which are only 1 hour away by car, allows for easy access to go for skiing. Monaco is one of the richest and a country with the lowest poverty throughout the world. But, after many researches that I have done, there is just one brewery throughout Monaco. If Peja beer would started to be exported from Peja, Kosovo to Principality of Monaco.

But, if it will start to be exported, it should change its quality to higher quality and to make it more expensive to be successful. I am going to make also a Marketing plan how the things are going to work and if it will be able to exported to the Monaco, or even to open a Brewery right there. Brief discussion of the country's relevant history For centuries, Monaco it is known as one of the countries that have been under the King and Princes, starting from the Henry VI, till the Prince that is ruling nowadays called Albert II. All of the Monaco Princes and Kings were absolute rulers.

Monaco was part of the Italy until 1814, but in this year the French Revolution happened, and it became part of the France. Now it is an independent country. Geographical setting Monaco is a sovereign city state, with 5 Quartiers and 10 Wards, located on the French Riviera in Western Europe. It is bordered by France on three sides, with one side bordering the Mediterranean Sea. It is around 16 km away from Italy and around 13Km from Nice, France. It is the secondly smallest country in the world, and most densely populated country throughout the world. Monaco's total area is 2.05 km². Family

Marriage is an important family event, Church weddings, held according to Roman Catholic traditions, are popular. A civil ceremony, held at the city hall, is also required even when a religious ceremony is organized. Some couples choose only to have the civil ceremony. . When the Father or the Major of the family dies, his kids inherit all of his wealth. Education Education in Monaco is compulsory from ages of six to sixteen. Monaco has around ten state operated schools, seven nursery and primary schools, one secondary school. It has also two private schools, and one international school.

There is just one university running in Monaco, it is called International University of Monaco (IUM) an English language college, it is specialized in Business and Education. Political System Due to its small population and unique economic situation, Monaco does not face many of the social problems that larger countries must deal, such as violent crime and poverty. After going through a period of economic growth and industrial development following World War II, a primary concern is to make a better life for its population, try to attract new investments and to stay economically stable.

Current social problems include managing industrial growth and tourism, environmental concerns, and maintaining the quality of life. Alcoholism and illegal drug use are present but not widespread. Monaco has a very low crime rate, in part due to the high number of law enforcement. Widespread use of security cameras throughout the principality also further discourage open criminal activity. Excluding private security, there are around 400 permanent police officers, 95 percent of them are french. The independence of the judges is guaranteed by constitution. Monaco, simply it is a stabilized economical country.

Legal system Monaco legal organization includes all degrees of jurisdiction: a Court of First Instance, a Court of Appeal, a Higher Court of Appeal and a Criminal Court. There are also tribunals with specific competence, such as the Work Tribunal, the Rent Arbitration Commission, and the Higher Arbitration Court, for collective work disputes. The Supreme Court is at the top of the principality's legal organization. Even though Monaco is not a member of the European Union, Monaco also has strong ties to France, which has more liberal policies in these areas.

Thus there is a mixture of both conservative and liberal attitudes in Monaco. Lesbian, gay, bisexual, and transgender persons in Monaco may face legal challenges not experienced by non-LGBT residents. Both male and female same-sex sexual activity are legal in Monaco, when conducted in private between consenting adults. Cross-dressing is likewise not expressly illegal, but the law does not allow for transgender people to change their identity after gender reassignment surgery. Abortion in Monaco is only allowed in cases of rape, fetal deformity or illness, or fatal danger to the mother.

Social Organizations Monaco's population is unusual in that the native Monegasques are a minority in their own country comprising 21.6% of the population. The largest group are French nationals at 28.4%, followed by Monegasque (21.6%), Italian (18.7%), British (7.5%), Belgian (2.8%), German (2.5%), Swiss (2.5%) and US nationals (1.2%). Naturalized citizens of Monaco are called Monacans, while Monegasque is the proper term for describing someone who was born in Monaco. Religion and belief systems The official religion in Monaco is Roman Catholic. 2% of the population is Catholics, 12% are without religion, and in small percentage are Jews and

Muslims. Monaco it is one of the favorite places to export the beer or to open a brewery there, because number of Muslims is too small, and that wouldn't bring any big problem for the company. Aesthetics Monaco it is also known for its beauty. One of the most beautiful parts of Monaco is Monte-Carlo. In Monte-Carlo are included: Cathedral of Monaco, Statue of François Grimaldi, and many other aesthetics that attract tourists throughout the world.

Diet and Nutrition Most of the Monaco's population prefer to eat the Italian and French food. Also Monaco it is known of its delicious sea food. Proximity to the sea has led to the popularity of sea food in Monaco. Fish forms an important part of the diet of the Monaco people, and feature prominently in Monaco recipes. Furthermore, some of the best Monaco restaurants serve traditional Monaco delicacies, which are absolute delights for the taste buds. Housing Monaco's families are likely same as in the most powerful countries in Europe.

But what makes it different from the others, is that when the king of the family (father) is dead, his oldest son inherits all of his wealth. They live in modern houses, modern buildings and are known as a country with joy in the family. Recreation, Sports and other leisure activities Monaco it is also known for its big influence in most of the sports. But the three most important events and sports are: Football, Monaco Grand Prix, and Monte Carlo Rally. Also there are some sports that are not too famous in Monaco such as: Monaco Marathon, Rugby, ATP Tennis etc.

If the Peja Company would agree to make advertisements during these important events, that would really grab attention to most of the people and it may help the company to export its product in many other countries.

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HealthCare Monaco has an excellent standard of compulsory state funded healthcare. Medical staff are extremely well trained and healthcare in Monaco is available to all citizens, registered long-term residents and those citizens from France and Italy who can prove that they have paid their healthcare contributions in one of these countries.

Private healthcare is also available in the country. The Caisses Sociales de Monaco (CSM) oversee the health service and all citizens are entitled by law to equal access to healthcare. Official Language(s) The official language of Monaco is French, but there are several languages spoken including Monegasque, English, Italian, Occitan and Dutch. Most of the Monaco's population speaks French with a percentage about 50. There is just one difference in the French-Monaco dialect Monegasque (natively Munegascu) is a dialect of the modern Ligurian language, spoken in Monaco.

Population Monaco's population is 36, 371, making Monaco the second smallest, and the most densely populated country in the world. United Nations showed that the Monaco's population in the 2015 will be around thirty eight thousand. The average of deaths per 1000 people in Monaco is around 8. 52 bigger than the number of births that is 6. 85 births/1, 000 population. Distribution of Population As the Monaco is the second smallest country in the world, the population is spread throughout of it. Most of the density got Monte Carlo. Gross national product Monaco is in 175 place about gross and national product with 1. 1 billion in dollars. Though official economic statistics are not published, year 2011 estimates place the national product at \$6. 888 billion and the world's highest per capita income is \$186, 175. The unemployment rate is 0%, as of 2011. Working Conditions

Economic prosperity and the proportionally large number of jobs available, along with the government's sensitivity to safety and environmental protection, create favorable working conditions in the principality. The unemployment rate, compared to French and EU standards, is very low at 3.1 percent in 1998. No major labor unrest has been reported recently.

Major Industries: Banking, Ceramics, Chemicals, Construction, Electronics, Gambling, Metal Works, Perfumes, Plastics, Printing, Precision Instruments, Textiles, Tourism. Trade Restrictions - There are no trade restrictions in Monaco. Extent of the economic activity not included in cash income activities From the late 19th century Monaco economy began to develop tremendously with the opening of casinos. The magnificent charm of casinos, hotel industry and the beauty of natural surroundings all these have made tourism to develop very strongly here which is a major source of revenue generating trade for Monaco.

Apart from this the complete lack of income tax has prompted many companies of foreign countries to invest here and enjoy the benefits. Labor force - Labor force in Monaco is 49300 including all the workers from the foreign countries. Inflation rate (consumer prices): 1.5% (2010), Current technology available - Monaco is one of the strongest countries in Europe, including to their workers the latest machineries, tools and everything that is needed per work.

Retailers - If you chose to go for shopping in Monaco, it is clear that you are going to find Everything that you need out there, starting from Louis Vuitton, Gucci, Versace, Ralph Lauren, Breitling, Armani etc. So if you have some cash to spend, this is one of the best countries to shop. Warehousing - <https://assignbuster.com/marketing-project-of-peja-beer-in-monaco/>

Warehousing will be kept by the Monaco Group that runs in Monaco. Media - There is just one television existing in Monaco, and it is called the TMC(TV Monte Carlo)Costs - To publish a 15 second advertisement in Monaco in the TMC television you need to pay Around 60k per month.

Percentage reached by TMC - In 2010 there were 22. 982 people that regularly watched the TMC. TMC is the only available television in Monaco. The Product The product as I mentioned earlier is the Peja Beer. If it is possible, it will be exported to Monaco. I think that it is well intended product regarding that in Monaco exists only one Brewery. If Peja beer will be exported right there, definitely is going to be a big deal for the company. Peja is the most sold Beer in Kosovo, and it plays a big role in the market.

There is no reason not to be successful also in the international market. Regarding to the Peja Beer is not very high qualitative beer, many things needs to be improved. Firstly, the Peja beer needs to improve the quality of its beer, because the Monaco standard is very high. Secondly, its quality needs to challenge the biggest beer exports in Monaco such as: Heineken, Becks, Corona, Singha etc. Finally, the Peja beer bottles needs an improvement and needs to be more attractive to the people who see it. The bottles should be different and more colorful to make people buy it, and try it.

Major Problems One of the major problems about the Peja beer exporting in Monaco are Taxes. The Taxes in Monaco are very high, approximately one of the countries with the highest taxes in Europe. This problem will lead the company to many problems including financial problems. Also another major problem is the Marketing. To do a simple advertisement on TMC costs a lot

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of money. This is also a major problem because without advertising the Peja beer, it will be very hard to be successful in the Monaco's Market.

These two are the biggest issues that are following the company right now. The Market The market where the Peja beer is going to be sold is: small markets, markets and huge supermarkets. Also we will try to make a deal with the biggest supermarket running in the Monte Carlo called Fontvieille. I hope there is going to be also availability in the Fontviellie and in other small supermarkets to make a promotion and give people the Peja beer to try it. Also there is another big supermarket called Carrefour, and we will try to do the same thing also here with promotion.