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# Red Bull: Business Analysis

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### Background

How The Idea came up: “KratingDaeng” used to be the first energy drink and used to be bought in Thailand, this power drink was overwhelmed by “Dietrich Mateschitz the Austrian entrepreneur “, takes the plan of the power drink and collectively with his companion Chaleo Yoovidhya they supported Red Bull with the style of western. Red Bull is offered in a Long Blue-Silver can.

Background: Red Bull is an energy drink sold out by Red Bull GmbH, an Austrian employer created in 1987. Red Bull has the absolute best market share of any energy drink in the planet, with 6.790 billion cans offered in a year. Dietrich Mateschitz established Red Bull in the middle 1980's. He created the formulation of Red Bull Energy Drink and developed the special promotion concept of Red Bull in the market. In 1987, on April 1st , Red Bull Energy Drink used to be offered for the very 1st time in its home market Austria. Today Red Bull is supplied in 171 nations and over 75 billion cans of Red Bull are consumed up to now.

### The Ingredients used and Benefits:

1. Sugar(sucrose) : Energizes your body
2. Taurine: Increases endurance
3. Caffeine: Improves response time & alertness
4. B Vitamins: Aids in lowering tiredness & fatigue

Hence, Red Bull (Energy Drink) is designed to combat intellectual and physical fatigue.

Slogan: “The Red Bull company slogan is 'Red Bull gives you wings'.

This statement explains that when one consumes Red bull it gives them the strength to perform a task where energy is required on a high basis. Its mainly consumed by athletics or any sports person during coaching or during the match so that It increases heart rate to give you that energy boost when you feel tired and drained and this helps you to do that particular sport for a long term without giving up.

### Mission & Vision

The mission Statement of Red Bull is as follows:

According to Red Bull, “Their mission is to be the premier marketer and supplier of Red Bull in Asia, Europe, and other parts of the globe. They will achieve this mission by way of building long-term relationships with the people who can make it become a reality” .

### Vision:

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The vision statement focuses on 5 elements of their business enterprise values: People, Portfolio, Partners, Profit, and Productivity.

1. People: Be an incredible area to work where human beings are stimulated to be the fantastic they can be.
2. Portfolio: Bring to the world a portfolio of first-class beverages that assume and fulfill people's desires and needs.
3. Partners: Nurture a prevailing community of customers and suppliers, collectively we create mutual, long-term value.
4. Profit: Maximize long-term return to shareowners while being conscious of our universal responsibilities.
5. Productivity: Be an exceedingly effective, lean, and fast-moving organization.

## Goals and objectives

1. To prolong the presence of Red Bull amongst a growing commercial enterprise sector portions:
2. To flood new energy drink being competitor with Monster, Pepsi and Coca Cola :
3. To expand greatest piece of the universal enterprise by means of expanding the deal
4. Receive and access the new market area in a profitable way:

## SWOT Analysis

### Strengths:

1. Strong Leadership: the business enterprise has maintained a robust world picture across the world.
2. Marketing Strategy: The business enterprise has been efficiently enforced via promotional things to do like sports sponsorship that brings on a robust identification of the brand and as an end result creates consumer loyalty for the brand. Moreover, advertising campaigns of Red Bull are determined to be very alluring for its customers.
3. Broad Geographic Presence: Red Bull has a robust geographic presence that results in a fine long-run increase even although positive markets reach maturity.

### Weakness:

1. Changes in Consumer's Taste: There can be turndown in the company's market revenue as more shoppers have turn out to be more fitness aware and may additionally minimize the consumption of caffeine and taurine as Red Bull contents excessive amount of these two elements which can cause stroke or liver harm and this made the drink exposed to regulatory control.
2. The Price Of Red Bull: The drink has the higher prices than other competitors. It's expenses are above the power drink average price. As a end result customers tend to think twice at the time of purchase.
3. It's Category limitations: The agency has a restricted product portfolio compared to the rising quantity of competitors bringing many other flavor versions and categories.

### Opportunity:

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1. Expansion into geographical markets, the new emerging markets preserve a promising growth for Red Bull. Accelerating the advertising and sponsorships in these markets is a clever move.
  2. Further growing presence in media by means of strategic collaborations.
  3. Enhancing nutritional elements of beverages as a substitute than the usage of excessive quantity of caffeine. Moreover presenting new flavours and formats should help Red Bull to enhance its market shares.

### **Threats:**

1. Competition: Competitors such as Monster, Power horse and Coca Cola have launched their particular energy drink variety to take part in a straight line with Red Bull's products and represents the biggest danger to Red Bull as the competitors contains natural ingredients, which appears greater acceptable than Red Bull for some consumers.
2. Negative Publicity: A vary of global media have expressed that Red Bull is risky for one's physiological state. The French Health Authority has moved out one step more by way of not approving the Red Bull product against promoting in France, thinking about it is now not in compliance amongst the country's meals and fitness rules. Moreover ,concerning mother and father pointing out that the amount of caffeine inside the Red Bull may additionally be risky if used by using teenagers & teens, As this effects of now not buying the product.
3. High advertising and marketing prices: Maturity in developed markets makes merchandising greater harder than in the past, stir up higher promotion prices.

### **Future plans**

In terms of similar growth, Red Bull is focused on the core markets of Western Europe, USA, and to boom markets within the Far East, while additionally focusing on the persevering the Red Bull with Organics range.

While Looking at Expanding, Red bull additionally plans to expand in Asia especially with its giant quantity of youth population in India having the highest number of youth at 98 million can help energy drinks to get profit for long term, furthermore accompanied by China at 82 million and Indonesia by 21 million, so these are the first-class locations to amplify income quick but at the same time they need to consider the price.

Moreover In marketing red bull has always sponsored and collaborated with sports games such as in Olympics, cycle tours, formula 1 race etc. But in future, they are also planning to collaborate and sponsor with universities, as the universities also conduct matches like football, basketball,200m Races and this is how red bull can take advantage of attracting the youths to buy it.