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Quiksilver Snapple Surf Team

Snapple Beverages

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The Snapple Beverage Corporation

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- Founded by Unadulterated Food Products in 1972
 - Leveraged buyout 1992
- Five product categories
 - 64 flavors of iced tea
- All natural
 - Hot fill technique
- Industry leader
 - 43.7% Market share



Problem Definition

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- Escalating expenses
- Compromised trade secrets
- Entrance of big players
- Misappropriation of funds
 - Misguided marketing
 - Inefficient sales force
- Failure to capitalize on foreign markets
- Increasing supplier power

Vision Statement

We strive to be the overall leader in the ready-to-drink beverage industry with continuous innovations in improving and producing new high-quality, all-natural beverages.

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Customer Mission Statement

We, the Snapple Beverage Corporation, are committed to continuous excellence in providing our health conscious customers with high-quality, great tasting all-natural beverages "made from the best stuff on earth".

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Employee Mission Statement

Our continuous commitment to excellence in producing our diverse line of great tasting, all-natural beverages allow us to please our loyal customers and shareholders and create an enjoyable work environment for our employees and distributors.

Philosophy:

Our company philosophy is to satisfy the well-being of our consumers and their values through creating all-natural products by remaining sensitive to our earth.

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Core Competencies

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- All natural
 - Iced tea that is made from all-natural ingredients
 - Investigations enacted by the FDA
 - How it brings value
- Hot-fill bottling technique
 - Pioneer in using hot-fill bottling technique
 - Unaltered taste and quality
- Trade secret formula
 - Taste and healthy ingredients
 - Involved in whole manufacturing process
 - independent flavor houses



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