

PRINCIPLE OF MARKETING Harvard Case Solution & Analysis

PRINCIPLES OF MARKETING

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Contents

- Introduction and History
- Target Market
- Tag Line
- Market Segmentation
- Target Market
- Brand Positioning
- 4Ps
- Comparison (survey)
- SWOT analysis
- Recommendation

Marketing Mix



Judgment & Performance



Source: <http://heinekensbm.tumblr.com/>



Recommendations

- Being in more variety of products
- Filings that are sold overseas
- Exporting into producing other local
- Monitoring closely with an Singapore General Pests and UPF
- Provenance either is faster being tracked
- Partners with restaurants and pubs during Oktoberfest

Citations

- [illegible]

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Introduction

Heineken is a pale lager beer with 5% alcohol by volume produced by the Dutch brewing company Heineken International.

History

Heineken Lager Beer was first brewed by Gerard Adriaan Heineken in 1873.

Developed their own unique yeast in 1886, which is used in the brewing process today. It is known as the Heineken A-yeast.



Tag Line



Vision

Heineken's core values – respect, enjoyment and a passion for quality

Heineken's aim is to be a leading brewer in each of the markets in which we operate and to have the world's most valuable brand portfolio.

Heineken's goal is to grow the business in a sustainable and consistent manner, while constantly improving profitability.

Market Segmentation

