

SVEDKA VODKA Harvard Case Solution & Analysis



PRESENTATION

Spirits Marque One
In 1998

Improve the image of the vodka

DIFFERENTIATION STRATEGY

PRICE

CUSTOMER TYPE

OUR BRAND

Strategic Pricing

Value Vodka
Flavored Vodka
Premium Vodka

OUR BRAND

Pricing

Value Vodka – USD 1.8
Cocktail Flavor Vodka – USD 2.2
Premium Vodka – USD 4.0
Ready to drink – USD 1.0

Product	Price	Volume	Revenue	Profit
Value Vodka	1.8	100	180	100
Cocktail Flavor Vodka	2.2	50	110	60
Premium Vodka	4.0	20	80	40
Ready to drink	1.0	100	100	50

SVEDKA VODKA Harvard Case Solution & Analysis



PRESENTATION

Spirits Marque One

In 1998

Improve the image of the vodka

DIFFERENTIATION STRATEGY

PRICE

CUSTOMER TYPE

Regular vodka: 100% of sales
Premium vodka: 10% of sales
Ready to drink: 10% of sales

CONSUMER BEHAVIOUR KEY FACTORS

Age group: 21-30
Gender: Male
Income: \$10,000-\$20,000

OUR BRAND

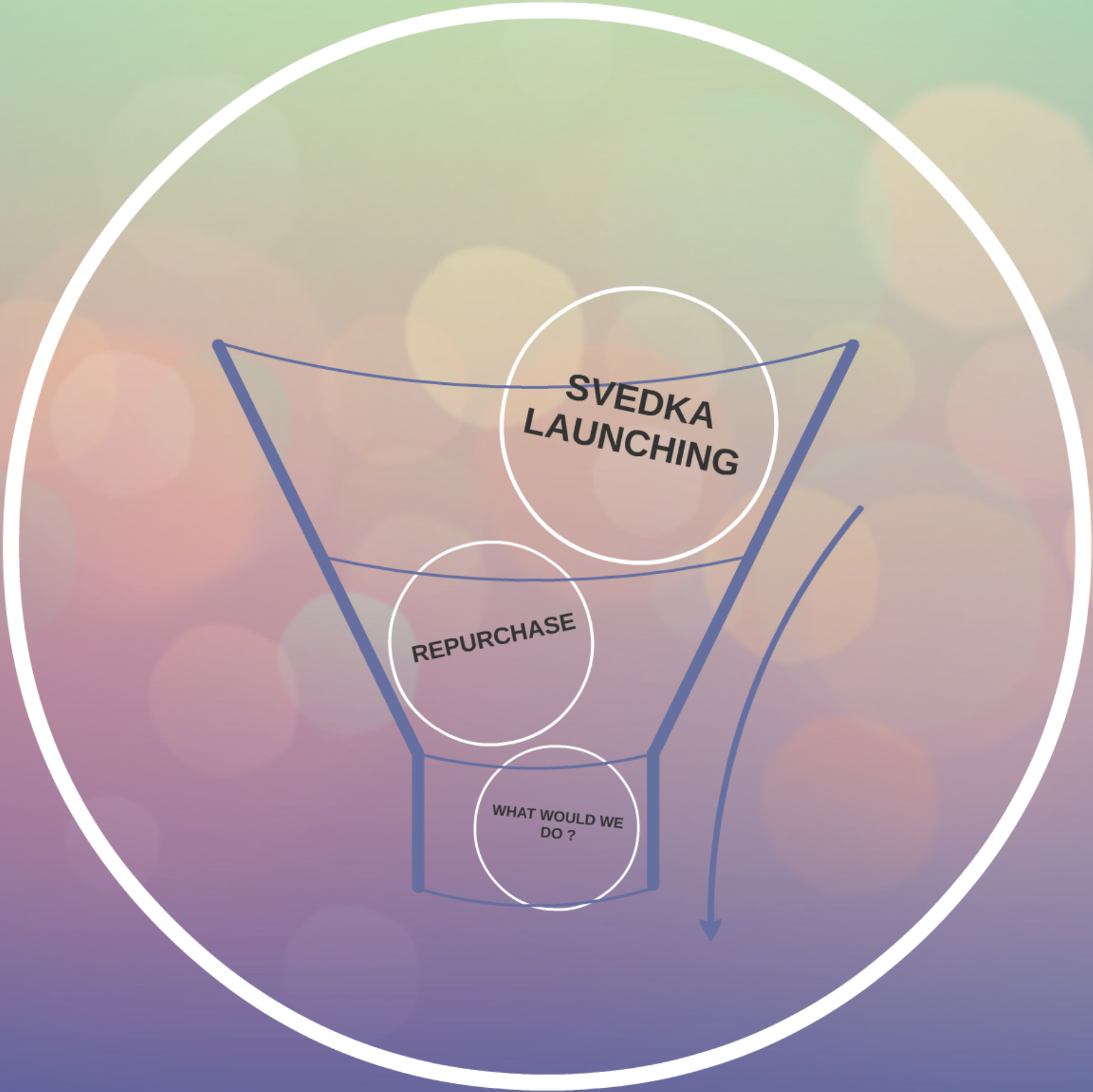
Strategic Pricing

OUR BRAND

Pricing

Value Vodka – USD 18
Cocktail Flavour Vodka – USD 22
Premium Vodka – USD 40
Ready to drink - USD 10

Category	Brand	Price
Value Vodka	Svedka	18
	Smirnoff	18
	Grey Goose	18
Cocktail Flavour Vodka	Svedka	22
	Smirnoff	22
	Grey Goose	22
Premium Vodka	Svedka	40
	Smirnoff	40
	Grey Goose	40
Ready to drink	Svedka	10
	Smirnoff	10
	Grey Goose	10



**SVEDKA
LAUNCHING**

REPURCHASE

**WHAT WOULD WE
DO ?**

**SVEDKA
LAUNCHING**

REPURCHASE

**WHAT WOULD WE
DO ?**

DIFFERENTIATION STRATEGY



CUSTOMER TYPE

Regular vodka Drinkers

- Price-conscious
- Loyal to a brand

21-to-35-year-old consumer

- Represent 40% of the market

PRICE

\$ 16



→ \$ 12



\$ 10





**MADE IN FRANCE
AND GERMANY**



**93/100 in Wine
Enthusiast**



PROMOTION



GOING ON THE ON-TRADE MARKET

