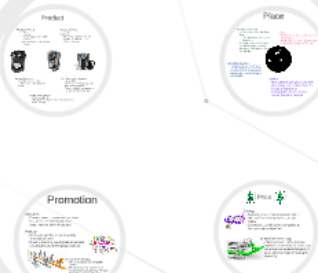


Marketing Strategies



Conclusions

Overall, the analysis shows that the company is in a strong position to continue its growth and innovation. The company's focus on sustainability and quality is a key differentiator in the market. The company's strong financial performance and innovative product portfolio are key strengths. The company's strong brand and customer loyalty are key assets. The company's strong leadership and management team are key drivers of success.

Recommendations!

- Continue to focus on sustainability and innovation.
- Continue to focus on quality and customer service.
- Continue to focus on innovation and growth.
- Continue to focus on sustainability and quality.
- Continue to focus on innovation and growth.
- Continue to focus on sustainability and quality.

Situation Analysis



Introduction of Keurig



Competitive Environment

3 Main Competitors



Global Analysis

The global coffee market is growing at 2.3%.

The U.S. market is growing at 2.3%.

The U.S. market is growing at 2.3%.

Positioning Map



Company Overview

The Organization



Keurig Green Mountain

By: Caroline Eckrich



Mission, Vision, Objectives

Mission Statement: "To provide the world's leading personal beverage systems company."

Vision Statement: "To become the world's leading personal beverage systems company."

Company Objectives

- 1. Increase sales revenue by 10%.
- 2. Increase market share by 5%.
- 3. Increase customer satisfaction by 10%.
- 4. Increase employee satisfaction by 10%.

Keurig Company Analysis

Thecasesolution.com

Keurig Company Analysis

Thecasesolution.com



Keurig Green Mountain

By: Caroline Eckrich



KEURIG™
GREEN MOUNTAIN

Introduction of Keurig

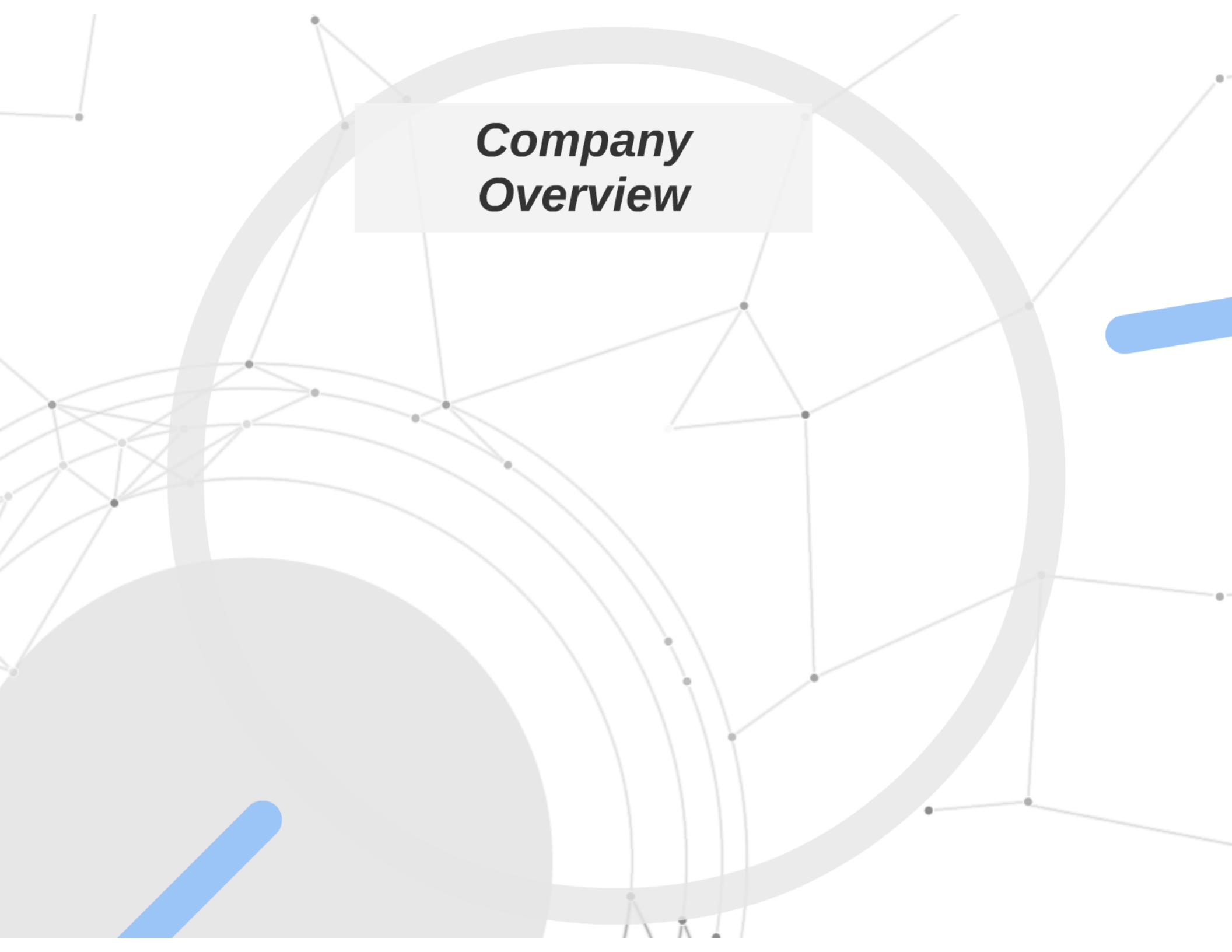
- Keurig Green Mountain Inc. is a coffee and coffee production company
- incorporated in 1993



- Products the company offers are K-cups, coffee, iced tea, hot chocolate, lemonade, cider, and several other types of pods

- Company developed the K-Cup, which revolutionized the personal gourmet coffee industry
- Green Mountain Coffee Roasters bought Keurig in 2006





Company Overview

The Organization

- Company was originally based in New England
- Its current head quarters are Waterbury, Vermont
- \$4.71 billion in sales
- Keurig has several licensing agreements with other companies
- Company also sells bagged coffee



Mission, Vision, Objectives



Mission Statement: "A Keurig brewer on every counter and a beverage for every occasion"

Vision Statement: "Become the world's leading personal beverage systems company"



Company Objectives

- lists several values that drive their company to reach their goals
- Has 4 objectives

Environment within Company

- Keurig has a happy and prosperous environment
- 89% retention rate for 2015 fiscal year
- Approximately 55% of employees participate in volunteer opportunities, which has amassed over 62,000 hours of volunteer time

