

Red Bull do Brasil Ltda in Soft Drinks (Brazil)

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Abstracts

Red Bull is the absolute leader in energy drinks, whose main strategy is to invest in advertising campaigns under the slogan “Dê asas a sua imaginação” (Unleash your imagination). In order to keep competitive prices, the company plans to build a factory in Brazil and is choosing amongst sites in states such as São Paulo, Minas Gerais and Santa Catarina.

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Contents

Strategic Direction

Key Facts

Summary 1 Red Bull do Brasil Ltda: Key Facts

Company Background

Competitive Positioning

Summary 2 Red Bull do Brasil Ltda: Competitive Position 2013

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