



The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany

Viktoria Arnold

Download now

[Click here](#) if your download doesn't start automatically

The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany

Viktoria Arnold

The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany Viktoria Arnold

Bachelor Thesis from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 9,2, language: English, abstract: This thesis represents an in-depth market insight on the German beverage market for the American company Zevia. Considering the theoretical background particularly focusing on the issue of standardization or adaptation of an international marketing strategy, the author suggests in the event of entering the German market to especially adapt 3 out of the 4 marketing mix elements, namely price, promotion and place. Special attention should be drawn to an alteration of Zevia's promotion and price policies. However, the German beverage market constitutes a tough external environment for the realization of a market penetration and awareness creation for Zevia's soft drink. Overall the German market can be described as saturated, diversified and one conferring high bargaining power to supermarkets. All these factors represent an obstacle for Zevia to enter this market, despite the German food and beverage industry being highly receptive to new and innovative products. This openness derives from the trend detected in Germany (and globally) towards the increased request for health and wellness products. However apparently despite this trend the German market for low calorie lemonades is declining and the perception of stevia as a sweetener is rather negative. These facts have also been proven in a thesis intern online survey. Zevia is recommended to only penetrate the German beverage market under specific circumstances named in this thesis while considering the author's proposals in reference to its marketing mix elements.

 [Download The Development of an International Marketing Stra ...pdf](#)

 [Read Online The Development of an International Marketing St ...pdf](#)

Download and Read Free Online The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany Viktoria Arnold

From reader reviews:

Joaquin Hogan:

Reading a guide tends to be new life style in this era globalization. With studying you can get a lot of information that can give you benefit in your life. Using book everyone in this world could share their idea. Publications can also inspire a lot of people. A great deal of author can inspire all their reader with their story or even their experience. Not only the storyplot that share in the textbooks. But also they write about the knowledge about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors nowadays always try to improve their ability in writing, they also doing some investigation before they write to their book. One of them is this The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany.

Teresa Raap:

Reading can called thoughts hangout, why? Because when you are reading a book particularly book entitled The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany your head will drift away trough every dimension, wandering in each and every aspect that maybe unfamiliar for but surely can become your mind friends. Imaging each and every word written in a book then become one contact form conclusion and explanation which maybe you never get before. The The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany giving you an additional experience more than blown away your brain but also giving you useful details for your better life within this era. So now let us explain to you the relaxing pattern at this point is your body and mind will be pleased when you are finished examining it, like winning a sport. Do you want to try this extraordinary wasting spare time activity?

Robin Adams:

You can spend your free time to see this book this book. This The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany is simple to deliver you can read it in the park your car, in the beach, train along with soon. If you did not have got much space to bring typically the printed book, you can buy the actual e-book. It is make you easier to read it. You can save the book in your smart phone. Thus there are a lot of benefits that you will get when you buy this book.

Tania Hansen:

A number of people said that they feel bored stiff when they reading a publication. They are directly felt this when they get a half elements of the book. You can choose the particular book The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany to make your current reading is interesting. Your skill of reading skill is developing when you including reading. Try to choose straightforward book to make you enjoy to study it and mingle the sensation about book and looking at especially. It is to be 1st opinion for you to like to available a book and examine it. Beside that the guide The

Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany can to be your new friend when you're truly feel alone and confuse with what must you're doing of that time.

**Download and Read Online The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany
Viktor Arnold #TMJUHWPI3R4**

Read The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold for online ebook

The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold books to read online.

Online The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold ebook PDF download

The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold Doc

The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold Mobipocket

The Development of an International Marketing Strategy for Zevia on the Soft-Drink Market in Germany by Viktoria Arnold EPub