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# WHISKEY AND CHEDDAR




# INTRODUCTION

**That is why the “Whiskey and Cheddar” case can be considered a detailed exploration of a hyper-specific market situation in which two products that are not directly linked, but rather enhance each other’s consumption – whiskey and cheddar cheese – are considered from the perspectives of the strategic future development and profitability.**

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# MARKET ANALYSIS

**One of the important parts of the case is the definition of customer segments. Whiskey is targeted for a mature segment and is perceived to be luxurious or exclusive while cheddar cheese is for all aging groups, tastes buds.**

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# CONSUMER BEHAVIOR

**The latter revealed consumer tastes preferring whiskey with cheddar cheese take due to the compatibility of the two. This creates the possibility of developing promotion campaigns to demonstrate the complementarity of two products.**

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# CONCLUSION

**The case of “Whiskey and Cheddar” clearly shows the possibilities to generate new ideas in the cooperation between As this paper demonstrates, consumer trends and the efficient utilization of experiential marketing mean that a serious business opportunity is lying dormant.**

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# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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