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William Wrigley Jr. Company Case

Introduction

The William Wrigley Jr. Company has been in the chewing gum and confectionery market and is also well-known for its effective and efficient branding, brilliant marketing strategies and creating high quality chewing gum and other product lines. In Wrigley case this paper looks at the strategic business

Brand Preference

William Wrigley Jr. Company has a very strong brand image in confectionery industry. Pleased with a brand consistency of the Wrigley's products, customers remain constant and this has positioned the company against rivals. One might reach the conclusion that the company has a long and proud history,

Strategic Financial

One of the key areas to consider when it comes to the case solution is analysis of Wrigley's financial initiatives.

Therefore, the company is to focus on ways of timely management of its debt and achieving the proper capital structure. Some of the strategies are; cost containment efforts and investigating other sources of fund for expansion and product differentiation.

Conclusion

This is a strategic case on the William Wrigley Jr. Company where the company shows how it could execute growth strategy in a competitive industry.

Resource

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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