

William Wrigley Jr: Company Case



Introduction

William Wrigley Jr Company is an international manufacturer and marketer of gum and confectionery products, and analysis of its activities provides engaging information concerning various aspects of business development , brand sustainability, and market diversification strategies.



Background

The Wrigley Company was established in 1891, and its primary product was chewing gum. All throughout the world, Wrigley Company products were acknowledged for their quality. Established in the market it has created strong branding and advertisement programs which can be benchmarked across the world.



Key Strategic

Wrigley one of the major global players in the gum business has made a strategic blunder when it was acquired by Mars Inc in 2008. This allowed Wrigley to leverage on – for its access to Mars' worldwide resources, sales outlets and research facilities – a major advantage.



Conclusion

Summing up, one can note that the understanding of the William Wrigley Jr. Company is an example of the effective brand management and strategic development. In the integration of this case solution, the company of focus, Wrigley has been seen to be a winner in its fields based on flexibility in market trends that does not compromise on brand stature.



Resource

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

**Resource: visit
thecasesolution.com
for detailed analysis
and more case studies.**

