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“WILLIAM WRIGLEY JR: COMPANY CASE”

INTRODUCTION

The "William Wrigley Jr.: “The dynamics of the ‘Company Case’ makes for a great analysis of one of the most recognizable American brands.” Wrigley Company was established in 1891 as a small company that dealt in baking soda and gum and developed into multinational confectionery company.



BUSINESS STRATEGIES

Strategic market communicative procedures were performed by Wrigley to initiate its brand image. The company targeted customers by using other promotional strategies such as provision of free samples and adding fun on adverts which appealed to users. Doublemint, Juicy Fruit gum, those two brands are only part of the product range that contributed to the company's strengthening of its market position.



CHALLENGES AND ADAPTATIONS

Nevertheless, the company experienced serious threats which include threats posed by shifting consumer preferences as well as escalating competition. As more consumers looked for better snacks, the company had to broaden its portfolio and introduce new SKUs beyond gum to mints as well as sugar-free gums.



CONCLUSION

The "William Wrigley Jr.: As a part of the "Business at a glance" series, "Company Case" is a packaged model for analyzing the business environment and managing change in successfully adapting to it. Due to new product promotion strategies and on appropriate market shift chances, Wrigley was able to sustain itself as one of the market players of confectionery products.

RESOURCE

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