

Mars®

General information about MARS

- The company was founded in 1911 and is associated with Food processing industry.

Five segments

1. Symbioscience,
2. Drinks
3. Food
4. Chocolate
5. Petcare.

Consumer product
Core: food
Actual: candies
Convenience



Place

Mainly stored in United States, United Kingdom, Canada, India, China, Indonesia, Germany, Australia, France, Ireland and Japan.

Headquarters base at McLean in Virginia.

Distribution channel:

Indirect: Strong distribution system: wholesalers and retailers. Workforce of nearly 75,000 employees so that products are easily available to consumers via supermarkets, discount stores and hypermarkets

Price

High quality for average price

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- Mars has targeted all age-groups from upper-middle class society who are looking for a qualitative product. It is regarded as a global brand. Price depends on production, advertising, marketing, distribution and other costs in each country. So price can differ but company always keeps product price affordable.

Promotion

Advertising:

- TV commercial
- Billboards
- Discounts

