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I need to analysis UPS (United Parcel Service)

1. Introduction (background,....)
2. SWOT analysis(find out at least 5 of each Strength, weakness... and some sentences explain)

Example here

Davide Campari-Milano S.p.A. traces its beginnings to 1860, when Italian drink master Gaspare Campari created the eponymous bitter aperitif at his bar in Novara. He soon opened the Café Campari in Milan's central gallery, where the drink gained widespread popularity and is credited with establishing the Milanese social cocktail ritual. Son Davide Campari helped focus the business on the most successful Campari aperitif and the Cordial Campari spinoff, and he soon began to build Campari into an internationally distributed liquor. The Campari product line was extended in 1932 with the introduction of Campari Soda, the world's first pre-mixed, single serve bottle marketed worldwide, which featured a distinctive bottle designed by Fortunado Despero. Chemist Domenico Garavoglia joined the Company in 1952 and would guard the secret Campari recipe and eventually lead the Company until his death in 1992. Under Garavoglia's leadership, Campari would continue to expand its reach, eventually reaching distribution in over 190 countries. Garavoglia inherited control of the Company after the last living Campari heir passed away in 1982.

As the spirits industry began a still-ongoing wave of international consolidation in the 1990s, Campari decided to join the fray in 1995 with the acquisition of Dutch company BolsWessanen's Italian soft drinks business. In exchange for a 35% stake in the Company, Campari acquired a portfolio including the non-alcoholic aperitif Crodino, Lemonsoda, and Cynar brands. Campari followed that up with the acquisition of Cinzano sparkling wine and vermouth, plus Greek liquor

Opportunities

1. *Increase in the consumption of alcoholic drinks worldwide:* over the past several years, almost all the firms in the industry have mostly done well. For example, in 2011, all European alcoholic companies outperformed most broad-based indexes. This result can be explained by a poor economy; food and beverage stocks – including alcoholic stocks – were perceived by investors as safer than broad-based investments.

2. *Strategic acquisitions* in this industry are one of the most effective means to make a significant step forward in terms of both size and regional diversification. Strategic acquisitions can strengthen a company's operations in its key spirits markets; companies operating in the alcohol industry can leverage on synergies to further improve their revenue growth as well as the market share in important spirit markets.

3. *Shift in consumer preferences:* The alcohol beverage industry is witnessing a shift in consumer preferences. A growing number of consumers are shifting to spirits and wines, especially the younger consumers, who are just forming their drinking habits and brand loyalties. These consumers perceive premium spirits as more sophisticated than traditional beers. Furthermore, the penetration rate of 'at home' drinking has increased in the recent past. Consumers have increasingly been seeking the comforts of their homes as the 'homing' trend becomes more important. The desire for everyday luxury also underlines the trend for greater indulgence at home and together these trends offer a number of opportunities to marketers.



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