

SPAUIT

PROJECT TASK 1



Chosen company:

MIARS
incorporated

Basic information

- Sector: FMCG (Fast Moving Consumer Goods)

- Location:

Headquarters - McLean, Virginia, USA

European headquarters – Brussels, Belgium

Where operates – all around the world

Current situation:



- \$30 billion of turnover in the world
- 51 trademark brands

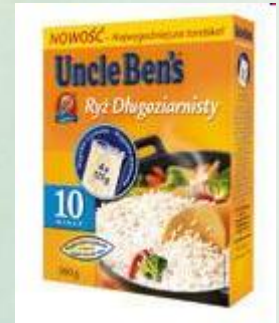
- 70 000 employees in 66 countries



MARS

incorporated

World-wide corporation, producing:



History:

- 1911 – beginning of Mars Candy Factory Inc. in USA
- 1923 – Milky Way
- 1932 – set up of Mars Ltd. in UK
- 1946 – Uncle Ben's
- 1982 – M&M's in space
- 1984 - "Official Snack Food of the Olympic Games"



History...

- 1990 - Mars bar and M&M's as official sponsors of the Soccer World Cup in Italy
- 1991 – developement in Poland, Russia and Czech Republic
- 1994 – Snickers and Soccer World Cup in USA
- 2000 – M&M's – candy of the millennium
- 2008 - The buyout of Wm. Wrigley Jr. Company



Competition

■ Competitors:

- Nestle
- Unilever
- Danone
- Ferrero
- PepsiCo
- Kellogg
- Kraft Foods
- others



FERRERO



Unilever

