

Project Task 3- Competitive advantage

The Wrigley company works a lot with its history as the first big chewing gum company in the world. Above all the first two chewing gum sorts which have been brought to the American market, Wrigley's Spearmint and Wrigley's Juicy Fruit, are the core of the company's tradition. The company's main idea is to offer quality even in the small things for life- like chewing gums.

Wrigley's Spearmint is called to be the synonym for chewing gum at all- and until the seventies there have just been three sorts of chewing gum, all from the Wrigley company.

The competitive advantage here is above all the trust people built up for an established product, which was market leader for such a long time.

Another important strategy of Wrigley is the constant innovation and implementation of new products. A lot of innovation work is done in the Wrigley Global Innovation center in Chicago, where 300 experts from different fields and countries work together.

Wrigley completes their range of products with a big diversity of candies.

So quality, know-how and the trust of their customers through a long successful history turned out to be an unchallenged competitive advantage.