Garritan’s Rum - Premium Brazilian Rum

Vision: To become a producer of the highest quality rum in collaboration with local peoples to improve quality of life with rum

Mission: To deliver high quality to our customers, making us the most highly sort out after but elusive Brazilian run in the world
The U.S. Shale Revolution: Global Rebalancing?

Caseism.com

Group 5:
James Allen
Jasmin Aujla
Saminda Dhillon
Hannah Jones
Claudio Lisco
Key facts

- 6th largest economy in the world
- 5th most populous country in the world
- Population and average income are expected to grow
- Host country of World Cup 2014 and Olympic Games 2016

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Consumption

- Consumption will increase 10% from 2013 to US$1.5 trillion
- Recreation and travel account for 3.5% of Brazilian total consumption
- South West is the richest and most lively region

Caseism.com
Strategy, Structure and Rivalry

- Rivalry is good for customers
- Test market - exposure
- look at what went well in lead upto 2014

Caseism.com
Demand Conditions

- 95m middle class
- average age 33
- use Brazil as a test for rest of continent
- influx of visitors
- create relationships with customers
Related and Supporting Industry

- Spread risk by using many local producers
- CSR
- Good supplier relations
- Glocal knowledge
- Potential to expand
- Sustainability

Caseism.com
Factor Conditions

HR Strategy:
- Employ locally
- L&D online
- Brand association
- Trust

Physical Resources:
- Source locally
- Land mass is over
- 4000km north to south

15m population in Rio

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The Great Rebalancing

- Agrid to Manufacturing to Service
- Emerging Markets
  - BRICS / ASEAN
- Overall population and number of Middle Class within Brazil growing

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