



To Orange or Not To Orange

„That is the question”



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Build?

Buy?

Restore?



SWOT

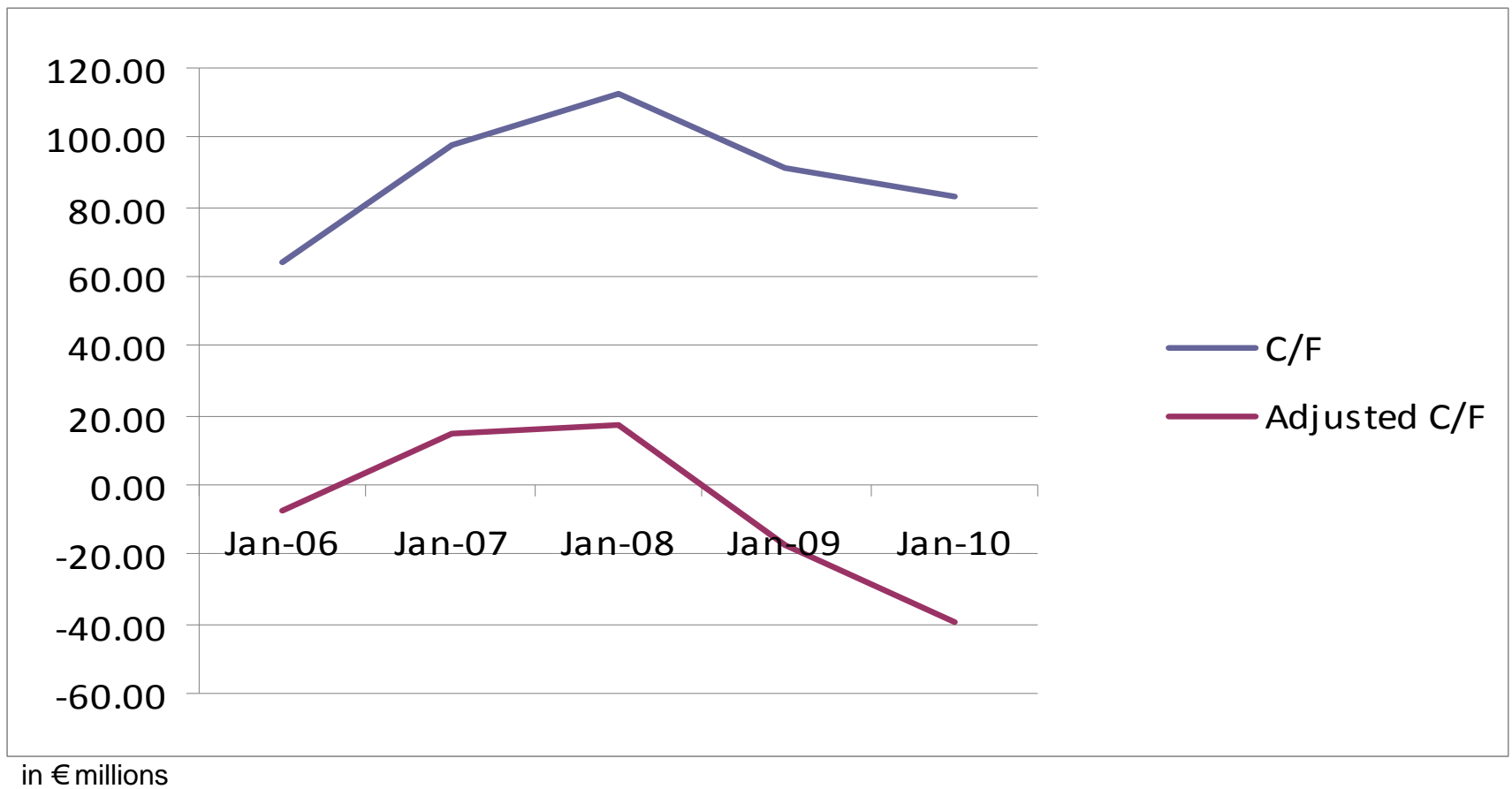
- Strengths
 - Experience & financially able
- Weaknesses
 - Niche market, local brands & worn out product, „one man show”
- Opportunities
 - Develop entirely new product & use capacity to promote diet brand
- Threats
 - Cannot integrate companies & demand is moving away from carbonated, sugar based products



Current position – the market

- Consumer choice is overwhelming
- Mature Market (Bad)
- Available Product > Demand (Bad)
- Package, Price & Distribution
 - Better off creating new product

Good or Bad Investment



Strategic Recommendation

Pull Out Of The Deal!

...Not to Orange