1. Topic: Red Bull “Gives you wings” 2. Context: Company Introduction 3. Problem: The competition and defining the problem 4. Question: Marketing Tactics, Management Decisions, Targeting Audience 5. Methods: Magazine and Online Articles 6. Recommendations: How the marketplace has influenced their marketing choice Include Summary, Market analysis(PEST and SWOT analysis Market segmentation and customer analysis market research findings, objective and goals market strategies, people strategy, process strategy, budget and risk management, risk assessment and conclusion, work cited