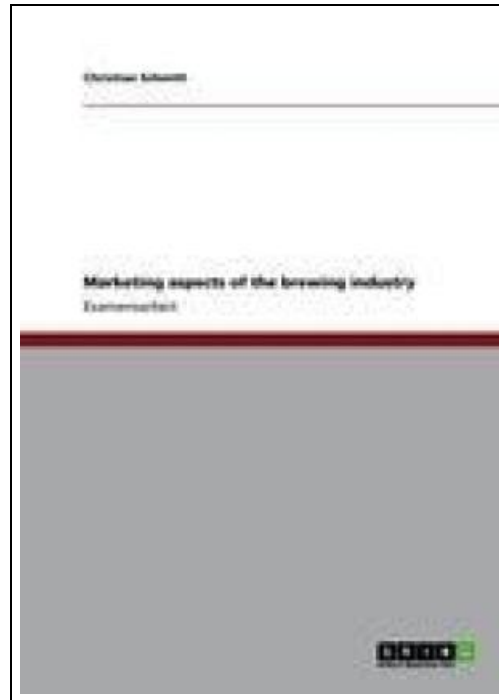


Marketing aspects of the brewing industry



Filesize: 2.65 MB

Reviews

These kinds of ebook is the perfect publication offered. It is among the most incredible publication i have go through. You will not feel monotony at whenever you want of your time (that's what catalogues are for concerning if you check with me).

(Delia Schoen)

MARKETING ASPECTS OF THE BREWING INDUSTRY



To download **Marketing aspects of the brewing industry** eBook, remember to refer to the web link beneath and save the file or get access to additional information which are related to MARKETING ASPECTS OF THE BREWING INDUSTRY ebook.

GRIN Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Examensarbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, University of Florida, Sprache: Deutsch, Abstract: Anheuser-Busch has to rethink its current strategy and to focus on its core competence: brewing and marketing of beer. A strategic realignment acquires a disinvestment in the business units with low strategic fit, e.g. the theme park or the agriculture division. The integration strategy has to be ended. The money tied up there and additional funds by investors have to be used to acquire other breweries, especially in the emerging markets. At the same time, Anheuser-Busch should increase its interest in Grupo Modelo, to counteract demographic changes in its home market, the United States. Moreover, the brewery has to invest heavily in research and development, a key element for future success in the brewing industry. New beer and beer-mixed categories offer an opportunity for high profits, as new consumers feel attracted by these products. Besides all these changes, Anheuser-Busch should not take away too much attention from its home market and defend the leading market position. Thereby, the brand is the key element to success in the beer industry. Anheuser-Busch has to assure that it obtains the current brand reputation. The same applies to possible new acquisitions. The brewing business is quite a lucrative industry for macro-breweries like Anheuser-Busch. The overall pressure caused by the industry forces is moderate to low. The big market participants have only to be aware of substitute products, rivalry and, to a certain degree, of new entrants. Substitute products, like wine or other liquors, are becoming more and more popular, putting pressure on the beer market. Anheuser-Busch has to...



[Read Marketing aspects of the brewing industry Online](#)



[Download PDF Marketing aspects of the brewing industry](#)

Other eBooks



[PDF] Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Access the link beneath to get "Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners" file.

[Read Book »](#)



[PDF] Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Access the link beneath to get "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications ." file.

[Read Book »](#)



[PDF] Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time

Access the link beneath to get "Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time" file.

[Read Book »](#)



[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Access the link beneath to get "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" file.

[Read Book »](#)



[PDF] Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Access the link beneath to get "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" file.

[Read Book »](#)



[PDF] History of the Town of Sutton Massachusetts from 1704 to 1876

Access the link beneath to get "History of the Town of Sutton Massachusetts from 1704 to 1876" file.

[Read Book »](#)