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Marketing aspects of the brewing industry

By Christian Schmitt

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...



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