

Abc's unique selling proposition

[Health & Medicine](#), [Drug Abuse](#)



In this fast changing world, preferences of people change as well. For instance, people became more health conscious than before. So, Anheuser-Bush Company which is known because of excellent beers produced comes up with the product better than its competitors. The product is Bud20. It is a kind of beer which includes a content of 20 calories in one bottle. It contains the lowest calorie compared to Coors and Miller and other competitors as well.

Even though, the ingredient has only 20 calories, it is still considered as great tasting and finest beer in order to meet the demands of the customer in both the higher and the lower ends. Surely, the people will patronize the product and bring a high profit in the company. Since the company can afford to introduce the product to the higher advertisement, it is much easier to sell. The fastest way to advertise the product is through TV commercials and product launching in one of the variety shows in the country.

Promoting the product to numerous magazines and newspapers daily or weekly is also an effective marketing technique that should be applied. Since the company is one of the largest brewing companies and has established a good and respectable reputation when it comes to the manufacturing of beers, they gained a wide range of marketers to sell their product. These are supermarkets, groceries, convenience stores, liquor stores, restaurants and bars. . Bibliography Anheuser-Busch Companies, One Busch Place. St. Louis, MO 63118. 2 Dec. 2007. <http://www.anheuser-busch.com/Products.html>