

Technology management

Business, Management



Management Q Why is it that you suspect that the new generation of Americans is shunning drinking beer? The new generation of people in America is shunning alcohol for some legal reasons that the government has enacted. The government has put in place some legal restrictions on the brewing of alcohol in the country. These laws have prevented growth of the local brewing companies thus making them to lose ground to supply the drink locally (Esterl, 2013).

Q. 2. If you were the CEO of Anheuser-Busch InBev do you think it would be a good idea to spread out your breweries or just build one large breweries for the Chinese Market? What brewer has the largest brewery and how does it manage to get its product worldwide? (Use that answer to explain you decision as CEO)

Spreading breweries all over China is a better than building one huge brewery because of a breakdown of one of the breweries others will serve the market with the product. Anheuser-Busch InBev has the largest brewery in the world and it has managed to get its products worldwide through establishment of several branches of breweries in many nations. Setting up several branches has enabled the company to cut down the cost of exporting the products from a single source (Esterl, 2013).

Q. 3. Do you think partnering with well establish brewers in China is the way to go in terms of expanding your business?

Partnering of Anheuser-Busch InBev with already established brewers in China is a perfect idea as it assists the company to market its brands along with already products in the market. The idea also reduces competition that the rival companies may offer in the market as the completion may lower

profits (Esterl, 2013).

Q. 4. Is world moving beer production to China a form of off shoring? (Define and explain off shoring)

Off shoring is a way of outsourcing an enterprise in another nation to enhance the growth of the company. For instance, Anheuser-Busch InBev Company setting up its breweries in china is a form of off shoring in order to tap a market that other brewers have not fully satisfied with the product (Esterl, 2013).

Q. 5. who are the top 5 beer drinking countries and how would you market InBev products to one of those top 5?

The top five beer consuming countries in terms of the total amounts of beer drink are, China, America, Brazil, Germany and Russia. The best strategy for the InBev company to market its products in one of these heavy beer consuming nations is by partnering with the local beer producing companies to ease competition of its products with the local rivals in that country (Esterl, 2013).

Reference

Esterl, Mike. (2013). King of Beers, Fizzling in U. S., Sets Goal of World Domination. .