

# New generation is shunning drinking beer

[Family](#)



**ASSIGN  
BUSTER**

If I was CEO of Anheuser-Busch InBev, I think it is a wise idea to spread out the breweries instead of building one large brewery for the Chinese market. Through spreading out there will be more people having access to the beer locally.

The brewer that has the largest brewery is the Ziyang brewer. It manages to get its products worldwide by distributing to other sellers and marketing their products (Esterl, 2013).

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

I think partnering with well-established brewers in China is the way to go when expanding the business.

Through partnering with the already established brewers there will be no problem of getting the target market and capital.

Is would be moving beer production to China be a form of offshoring? (Define and explain Offshoring)

Offshoring is the relocation of a business from a country to another country. It includes moving various operations to a different country.

Therefore, moving beer production to China would not be a form of offshoring because there are no operations that have been moved to a different country (Esterl, 2013).

Who are the top five beer-drinking countries and how would you market Anbev products to one of those top five?

The top five drinking countries include Germany, Estonia, Poland, Ireland, and Croatia.

I would market Amber products to one of the top five beer drinking countries

through giving free offers to those who buy one and through making it cheaper than the other available products.