

Off brewing company essay example

[Business](#), [Company](#)



The economic performance of any company is assessed through its market-scope. In this case, the most important information in the market structure of Off Beat brewing company. Initially, information related to the gender that makes up the best target for the product. In case statistics demands that the male gender is the best consumer for the product, then the producer will make better brand suits for them. In addition to gender is the geographic location (nationality) is also very important. If people in a certain geographic location are a perfect market for the Off Beat breweries limited, then it's supposed to major its market on that area. To enhance contact with the market, then the management of the brewery can organize on the measures to undertake in order to reach the market

Off Beat Breweries company is supposed to gather information related to the financial potential of customers. Besides the financial capability, the firm's management is supposed to gather information considering the radius in which their products are sold. After such information gathered, critical analysis should be made concerning the market scope and then it should be advertised to create awareness. Information on the frequency of customers should be analyzed to ensure that any measures by the management team to improve the market should be accompanied by some customer relationship management (CRM) skills.

There are different entities that are engaged with customer relations management. The preferable entity than can effectively perform the task of reaching the market and assessing it is Zoho. The status and the scope of the customers of the company are easily accessible by use of android gadgets. These gadgets are cheap hence accessible. They can make easy

the process of managing the market by the Off Beat Brewing Company.

Some of these CRM tools that are essential in Off Beat Breweries Company include: Blue Camroo. This is a multifaceted application that gives room for consumer opinion. It composes a platform for the consumers to air their views about the products. The second CRM tool that is applicable is the nimble. This tool automates the social media that can be used for social relationships with the management. It is manifested in form of linked and twitter, among other elements. Most of these tools make the consumer relations management easier to utilize data collected to improve the performance of the company.

After the information is gathered, the brewing company can use improved customer relations through utilization of their tools. They are meant to enhance the use of technology and salesmen working environment. Intensive study of this data and information will enable the company to manage its operations effectively.