

A brief history of coopers essay sample



**ASSIGN
BUSTER**

The name Coopers is synonymous with South Australia and, in the opinion of many Australians, it is also synonymous with phrases such as “ great-tasting beer” and “ family owned”. In 1862, many South Australian colonials came to appreciate the taste of Thomas Cooper’s Best Extra Stout and Sparkling Ale. Thomas had originally brewed these beverages to give to his ill wife for medicinal purposes. In 1881 however, due to his brew’s rapidly increasing popularity, Thomas opened his first brewery at Leabrook in S. A. Coopers have since come to be regarded as a very distinctive brewery.

Years after the death of Thomas Cooper, his company and its legacy have been handed down from generation to generation. In the present day, 140 years since the creation of the Coopers brand, it is the last family-owned and operated brewery in Australia. In 1997, the company decided that brewing operations at Leabrook could not keep up with the growth and expansion of the Coopers brand. The year 2001 saw the \$40 million upgrade of the Coopers brewery at Leabrook to the newer, larger and more sustainable site at Regency Park.

Despite rapid growth and development of the Coopers brand, the company and its employees have never denied Thomas Cooper his vision of ‘ value and quality for the appreciative public’. Bill Cooper, a significant member of the Coopers family, was responsible for the first marketing efforts promoting Coopers’ products on both national and international levels. According to Rix (2005) “ Marketing is a system of business activities aimed at achieving organisational goals by developing, pricing, distributing, and promoting products, services and ideas that will satisfy customers’ wants”.

However in a simplified definition Rix (2005) defines marketing as, “ any exchange activity intended to satisfy human wants”. Environmental Scan

The following is an examination of the seven external macro-environments that affect Coopers Brewery’s marketing system. Political/Legal Legal influences such as marketing-related legislation, influence how and when Coopers can market their products to the public. Factors such as monetary and fiscal policies, government relationships with individual industries are influencing Coopers’ products in that they control the advertising and marketing standards.

Economic Economic factors affecting Coopers include: * Consumer behaviour. Consumer confidence is related to the business cycle of prosperity, recession, recovery and return to prosperity. * Where their market is – they must be targeting people who have money to spend, and are willing to spend it. * Inflation and interest rates will also affect the way Coopers market their products. These factors influence Coopers’ products because without a market to sell their products they cannot make any profit.

Social/Cultural Many social and cultural issues are presently influencing the Coopers brand, namely the emphasis on quality of life. Consumers are looking for value; strength and safety in the things that they buy (Rix, 2005). The alcoholic nature of the majority of Coopers products may have marketing implications. This means that people’s renewed social/cultural focus may have them demanding healthier beverages, therefore new products may have to be developed to suit customers’ needs.

Another social/cultural force that may affect Coopers is the introduction and social awareness of many environmentally friendly products including recyclable packaging and less wastage. Coopers may need to include more of these types of packaging and show consumers that they are actively trying to decrease wastage. Attitudes towards health, wellbeing and nutrition are important factors affecting the Coopers brand at present. More ‘ Light’ and ‘ Extra light’ beers are appearing on the market, as well as low-carbohydrate beers aimed at women.

This may influence the company’s products and sales as both men and women are seeking healthier choices. Technological advances in Coopers such as the new \$40 million plant at Regency Park has greatly increased their capacity to produce even more beer. This has a positive influence on Coopers, as they are able to increase production, and also increase their marketing efforts to sell the increased production. Greater capacity to produce may also influence Coopers’ products in that they may be able to develop more products, to cater for different segments.

Demographic

Australia’s demography is constantly changing. However, two main trends are continuing to emerge. Australia’s ageing population may be an influential factor externally affecting Coopers. It may prove to be beneficial for Coopers to segment this large, ever increasing older market, because they could possibly be interested in further supporting a family business, albeit a multimillion dollar one. Another positive in targeting the older market is the fact that the older generation are less likely to be interested in trendy international imported beers the way younger people are.

This may influence Coopers' products to give them a different focus.

Competitive At present, Coopers has many competitors in the beer industry.

Nationally, Coopers two main monopolistic brand competitors are Lion

Nathan and Carlton and United Breweries (CUB). Coopers claim that their

competitive advantage over these much larger companies is, to quote “ We market what the big breweries can't”.

According to their marketing information fact sheet, Coopers' main

competitive advantages include: Strong Branding, meaning they are easily

recognized as Coopers * Strong distribution coverage, most pubs have Pale

Ale on tap, but the majority of pubs and bottle shops stock their full range *

Strong customer relationships, relates to marketing activities such as the

Coopers Club which has a strong customer focus * Australian made Another

Coopers' point of difference is their extremely high quality ales and stouts.

This means that they are widely perceived by the public as a distinguished, superior brewery.