



DOWNLOAD



## Breaking Even in the US Market: The Oettinger Brewery

---

By Erik Silge

GRIN Verlag Apr 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2009 in the subject Business economics - Accounting and Taxes, printed single-sided, grade: 1,0, Pfeiffer University, Charlotte Campus, course: Accounting, language: English, comment: This essay deals with a hypothetical Break Even Analysis of a German company, considering the market environment in the USA. , abstract: This summary deals with a German company planning to enter the US market. The company Oettinger Brauerei GmbH is engaged in the business of beer brewing. It is a well established brand on the German market with a rapidly growing market share. The company has discovered a competitive gap in brewing a brand beer and distributing / selling it at a low price they promote their products with the slogan Germany's price-worthiest brand beer . The same strategy could be pursued on the US market, as there are already foreign beers (e.g. from Belgium, Netherlands, and from Germany), but those are relatively expensive. This is due to the fact that only upper scale brands from Europe have yet entered the American beer market. Furthermore, as the...



READ ONLINE  
[ 6.3 MB ]

### Reviews

*This type of pdf is every little thing and helped me searching forward and more. It can be writter in easy words and phrases and never hard to understand. You will not really feel monotony at anytime of your respective time (that's what catalogues are for about should you request me).*

-- **Fern Bailey**

*These sorts of book is the greatest book offered. This can be for all those who statte that there had not been a really worth reading. I am just quickly could get a pleasure of reading a written ebook.*

-- **Verner Goyette DDS**