

Management

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Abstract

In a broader perspective, the global beer industry is considered to be an essential business, taking in more than \$249 billion in revenues. Such is because many people across the world consume alcohol. For instance, in America, data indicates that the beer industry shipped more than two hundred million barrels of beer. It is an indication that the country gains a considerable amount of revenue from the same. In addition to this, the economy gets support since the industry employs many people. In keeping this going, there is a compelling need of having effective management strategies in the beer industry. As a result, this essay aims at exploring various opportunities and risks, as they occur in the beer industry, and some of the strategic opportunities to take advantages, and recommends the best alternative. Lastly, the essay provides an efficient implementation plan, which demonstrates that the recommendation provided for at the beginning is viable.

Introduction

Like any profit-seeking industry across the world, the managers within the beer industry are expected to identify various threats and opportunities and hence work towards ensuring that their subject organizations met their desired goals.

Opportunities Available in the Beer Industry and the Best Strategic Actions for Them.

Various opportunities, which should be tapped are available for the beer industry. For instance, one of the most significant opportunities is that the beer industry has an increased market penetration both locally and internationally, owing to the increased number of alcohol consumers. Therefore, the demand for beer keeps on growing not only in America but also in other parts of the world. Beer business can do well in the international arena since increasing number of pubs characterize many emerging economies across the globe, such as India, and the population has become aware of the global brands.

Many strategic actions can be put in place to take advantage of the opportunity as mentioned above, as well as other opportunities that are available for the beer industry in America. For instance, the use of online marketing can play a significant role in the achievement of this. Researchers have established that online marketing is one of the most fundamental of developing a market both locally and internationally as many people, at the moment use technological devices (Clemons et al., 2006). With online marketing, customers can sample, review, and order beer and other alcohol industry products. In instances that the international markets are riddled with a language barrier, localization of the websites can be used.

Another strategic opportunity that can be enhanced to take advantage of the possibility mentioned above is to increase usage by existing customers. Such is a strategy that is meant to

persuade the existing customers to continue using the beer products frequently. Such gets achieved through the adoption of various approaches that include loyalty schemes, and market alterations. Through this strategies, the existing customers find it difficult to move to alternative products.

Recommendation of the Alternatives, And Its Relevance in Today's Market.

Although the strategies as mentioned earlier are crucial for tapping the growing global market in the beer industry, it is essential for beer industry managers and other critical stakeholders to use online marketing aspects mentioned in the above perspective. As compared to the past, both global and international markets are characterized by the availability of use of portable technological devices such as smartphones, laptops and PDAs, an indication that they access online services frequently (Mathews et al., 2016). In addition to this, the current market consists of a growing middle class, who are busy hence cannot make it to various beer stores for the sake of purchasing beer industry products. Use of online aspects solves this problem as ordering is done, in a faster mannerism, and in-house delivery follows. This saves a lot of time, hence the need for its adoption. Therefore, managers should jointly use this strategy.

The Implementation Plan

Various considerations need to be enhanced for the achievement of the alternative as mentioned earlier. For instance, before rolling out the project, the management should seek to identify multiple beer products that are liked by various categories, by considering their ages, gender, place of residence, and social class among other crucial aspects. In addition to this, the management should seek to identify different languages spoken, for the sake of localizing their content on the said websites, to correspond to that of the diverse communities. Lastly, the

management should conduct thorough market research to establish whether they are relevant and competitive in the market.

Conclusion

From the aspects as mentioned above, it is clear that the beer industry is one of the most significant contributors of revenues and taxes the American economy, and there is a dire need for the management to seek for enhanced approaches, to meet organizational goals and objectives.

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