



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

This report is being updated. Subscribers will receive complimentary copies of the previous edition while the new report is in preparation.

Top 10

World's Leading BREWERS

A NEW THOUGHT-PROVOKING REPORT ON PERFORMANCE, CAPABILITIES, GOALS AND STRATEGIES OF THE MAJOR COMPETITORS IN THE WORLDWIDE BREWERS MARKET

- A-B InBev
- Asahi
- Carlsberg
- FEMSA
- Grupo Modelo
- Heineken
- Kirin
- Molson
- SABMiller
- Sapporo

Available by Company and Section!

Contains nearly 500 pages and 65 tables

Includes a 25-page Worldwide Market Overview

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VENTURE PLANNING GROUP

WWW.VPGCORP.COM

INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

Rationale & Objectives

A strategic assessment of the competitive environment is unquestionably one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, especially Planning, Marketing, R&D and Manufacturing. In a highly dynamic and fragmented beer market, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important... and can spell the difference between success and failure.

The **TOP 10**, a unique series of market intelligence studies introduced by VENTURE PLANNING GROUP in 1987, is designed to provide the brewing industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs.

The study's major objectives include:

- To establish a comprehensive, factual and cost-effective information based on performance, capabilities, goals and strategies of the world's leading beer companies.
- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.
- To complement organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.
- To identify the least competitive market niches with significant growth potential.

Study Content

WORLDWIDE MARKET DYNAMICS AND TRENDS

The study will provide a concise worldwide strategic overview of the brewing market, including five-year forecasts for major geographic regions, market segments and product categories.

In addition, a concise review of the U.S. and international demographic, social, economic, technological and regulatory trends with potentially significant impact on the brewing market during the next five years will be presented.

COMPANY STRATEGIC ASSESSMENTS

The following companies have been selected as the **TOP 10** suppliers with the highest worldwide beer sales:

- **A-B InBev**
- **Asahi**
- **Carlsberg**
- **FEMSA**
- **Grupo Modelo**
- **Heineken**
- **Kirin**
- **Molson**
- **SABMiller**
- **Sapporo**

For each of the **TOP 10** companies, the report will provide an approximately **50-page** strategic analysis, including the following information:

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's brewing business evolution, important to the understanding of the corporate culture, management mentality and strategies.
- Most recent acquisitions, divestitures and significant organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Management philosophy.
- Background of senior managers.
- Organizational charts with names and titles of key executives.

SECTION IV: FACILITIES AND EMPLOYEES

- Location and size of administrative, manufacturing and R&D facilities in the U.S. and abroad.
- Manufacturing practices.
- New plants under construction.
- U.S. and international work force size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies, processes and other related capabilities.
- Proprietary know-how and patent litigations.

SECTION VI: PRODUCT PORTFOLIO ANALYSIS

- Review of major brands.
- Most recent new product introductions and brand extensions.

SECTION VII: MARKETING TACTICS

- Sales force size and structure in the U.S., Europe, and Japan.
- Major sales office locations.
- Marketing tactics.
- Promotional tactics, e.g., advertising, pricing, discounts, etc.
- Innovative packaging approaches.
- Product service and support.

SECTION VIII: FINANCIAL ANALYSIS

- Five-year U.S. and international sales and operating profit estimates by division, geographic region, brand and market segment.
- Five-year sales and operating profit performance.

SECTION IX: STRENGTHS AND WEAKNESSES

- Organizational
- Technological
- Marketing
- Financial

SECTION X: STRATEGIC DIRECTION

- New business development and marketing objectives.
- Five-year R&D expenditures, major programs and anticipated new product introductions.
- Specific business strategies, including internal expansion, acquisitions, joint ventures and divestitures.

COMPARATIVE ANALYSIS

In this section of the report, the TOP 10 companies will be ranked according to the following criteria:

- Five-year sales.
- Sales and market shares in North America, Europe, Japan and the rest of the world.
- Operating profit.
- R&D expenditures.
- Sales force size, and others.

Methodology

INTERVIEWS

VPG's Top 10 reports are based on interviews with current and former executives, customers, suppliers, joint venture partners, bankers auditors, financial analysts, as well as key individuals from advertising agencies, recruiting firms, trade associations, media and others knowledgeable of the companies' operations and strategies.

INDUSTRY SHOWS

The information gathered from industry shows and marketing conferences occurring during the course of the study will be included in the report.

VENTURE PLANNING GROUP'S DATABASE

VPG's proprietary data files contain current information on numerous companies, technologies, products and executives worldwide. These files, which have been developed in the course of the firm's nearly 90 syndicated and numerous single-client studies, will be thoroughly searched to retrieve any information pertinent to the TOP 10 companies' capabilities and strategies.

SECONDARY INFORMATION SOURCES

A comprehensive review of the TOP 10 companies' product and financial literature, local press, business and technical periodicals, trade and professional association surveys, marketing and technical meeting presentations, patents, antitrust records, government documents and pertinent industry analyst reports will be conducted.