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Groshch growing globally case study
Submitted by: Saurabh Mhase (MBA)

Solution 1:

Groshch knew the size of the beer market. Their main competitor Heineken was doing very well in international beer market. So, to be there in the beer market and compete, globalization was needed. There was a great scope for globalization. Groshch also knew the European taste as they themselves were from Europe. So they started expanding in Europe and later on globalization started by entering into US, Canada, NZ, Australia and India etc. Their main intention was to restore the premium status of beer. Globalization turned to be very good decision as finally 51.3% of total sales came from the international market, which clearly indicates its global success.

Solution 2:

Key elements and limitations are:

1. Excellent Supply chain management
2. High Positioning in the mind of consumers
3. Innovation and R&D
4. Expansion policies
5. Cost cutting techniques

Solution 3:

Groshch retreated in Poland as Heineken was already there. They paid up 10% to local brand and then entered in. In 2004, they sold their stake to a company in Turkey and used them as distributor in Russia. Fighting with local brand was difficult for them but thinking local way would work in such cases.

MBA process will help to:

1. Increase volume of Premium beer brand.
2. It would act to establish the price differentiator factor.
3. Increase in volume growth of Groshch.
4. Increase market share of Groshch.

Solution 4:

History of Groshch suggests that the major factors of concern were per capita GDP, language and transportation. According to their concerns, China was the best option for them. Countries like Turkey have language barriers. So, they were looking for country where shipping cost is low and there would be low resistance to the mission of Groshch.

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