

# DISCOVER THE BEER INDUSTRY

- **YOU WILL UPLOAD THIS INDIVIDUALLY**

- **PASS/FAIL**
- **GOOD BASIC RESEARCH = PASS**
- **TRULY EXCELLENT WORK = PASS PLUS EXTRA CREDIT**
- **BELOW MINIMUM NECESSARY QUALITY ENTRY = FAIL**
- **ALL STUDENT MUST SIGN THE HONOR PLEDGE AND FURTHER ATTEST THAT THEY MATERIALLY PARTICIPATED IN THE EXERCISE**

*As a student of the Dr. Robert B. Pamplin Jr. School of Business I have read and strive to uphold the University's Code of Academic Integrity and promote ethical behavior. In doing so, I pledge on my honor that I have not given, received, or used any unauthorized materials or assistance on this examination or assignment. I further pledge that I have not engaged in cheating, forgery, or plagiarism and I have cited all appropriate sources. For group work: I have materially participated and contributed toward the completion of this exam, project or exercise.*

Student Signature(s): \_\_\_\_\_

# REQUIREMENTS

- **WHAT IS THE SIZE OF THE MARKET IN USD GLOBAL? DOMESTIC USA? WHAT COUNTRY IS THE WORLDS LARGEST MARKET FOR BEER?**
- **WHAT ARE THE TWO MAJOR STRATEGIC GROUPS WITHIN THE INDUSTRY**
- **WHAT ARE THE GROWTH OR DECLINE RATES OF THE MARKET AS A WHOLE, AND OF EACH OF THE STRATEGIC GROUPS?**
- **WHAT IS THE THREE TIERED SYSTEM? WHY DOES IT MATTER? IS THIS UNIQUE TO THE USA?**
- **WHERE IS EACH GROUP IN THE LIFE CYCLE**
- **WHAT IS THE RECENT HISTORY OF MAJOR CONSOLIDATIONS/ACQUISITIONS? IS THERE A TREND? WHAT WERE THE PRICES PAID?**
- **WHAT ARE THE TYPICAL PROFIT MARGINS FOR BEER? TRY TO FIND GROSS, CONTRIBUTION, NET, EBIDA**
- **WHAT COMPANIES CONTROL MOST OF THE MARKET? WHAT HAS BEEN THEIR RECENT TACTICAL BEHAVIOR?**
- **HOW MANY CRAFT BREWERIES ARE THERE IN THE USA? IN OREGON? IN WASHINGTON, IN PORTLAND METRO? IN OUTER SE OR NE PORTLAND?**
- **CONDUCT A 5 FORCES ANALYSIS OF BOTH STRATEGIC GROUPS**
  - **IS THIS INDUSTRY ATTRACTIVE? WHY OR WHY NOT?**
  - **IF YOU WERE GOING TO ENTER THESE MARKETS, WHAT SHOULD YOUR GENERAL BUSINESS STRATEGY BE?**
  - **IF YOU WERE ALREADY IN THESE MARKETS, WHAT SHOULD YOUR GENERAL BUSINESS STRATEGY BE?**
- **MAKE A SLIDE PRESENTATION: USE ONE SLIDE PER ISSUE ABOVE**