



Legal Environment for businesses in the US market

By Erik Silge

GRIN Verlag Apr 2013, 2013. Taschenbuch. 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 - Economic Policy, grade: 1,0, Pfeiffer University, language: English, 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 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 total percentage of beer brewed in Germany is declining, there is an upcoming need for German beer producers to search for new markets abroad. To successfully transfer its strategy of cost leadership, Oettinger...

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