

Marketing Campaign For Budweiser - Kerstin Weyler

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One of the reasons for choosing to analyse the company Anheuser-Busch with its brand family Budweiser lies in the fact that every group member already had experience in writing reports about relatively 'small' (European) companies and therefore preferred analysing the largest beer brewer in the world. The group consisted of 5 people from different countries (Sweden, Austria, Germany and Holland) who came to England with the European Erasmus programme. The work as a team has been helpful and challenging, in fact the cultural differences have helped providing the group with different point of views and interesting information from the own background. The report contains the following key-points in order to give a comprehensible structure and consequently a good analysis of the company Budweiser: Situation Analysis Marketing Analysis Recommendations The situation analysis gives an internal and external view of the chosen company and provides the reader with a general knowledge to understand the marketing analysis and the following recommendations. As the language knowledge might not be at the same level of other English students the group members excuse themselves and hope that the ideas will nevertheless be understandable. Author: Weyler, Kerstin Publisher: GRIN Verlag Illustration: N Language: ENG Title: Marketing Campaign for Budweiser Pages: 00023 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638371049 Category: Social Science : Media Studies

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