**B9 Beverages case study #5**

Background

The B9 case portrays managerial and strategic issues that an organization faces in this case study. B9 Beverages need to resolve their issues for progress and to maintain a competitive position.

Analysis

1. How could getting a brewing license from India affect Bria’s **Marketing Process**?
2. How state import license and **Market Segmentation** played a part in this case?
3. Does B9 need to focus on logistics rather than on **product development**?

Recommendation

1. License is necessary to set up a brewery in India, but due to political, and bureaucratic pressures, it is challenging to get brewery licenses. It is significant to have legal clearance before formal setup. For example, in this case, more than 80 unlawful microbreweries are working efficiently. (Financial Times, December 28, 2016).
2. Market segmentation is essential for developing a new product. Licensing and brewpubs were struggling to get achievement need market segmentation. Cross-border transport of beer turns out to be an extremely incumbering practice for small brewers. For example, a brewer carrying to Delhi would have to suffer a procedure that includes labeling each bottle by hand earlier, producing a bar code for every carton. Demographic fundamentals can divide the market into groups by using variables, such as gender, age, family size and family life cycle, income, education, occupation, and religion. Demographics are one of the most popular segmentation basics for user segmentation because the needs, wants, and rates of user usage are often different according to their demographics.
3. Every market and target group has discrete features. This recommendation is that the business can join well with diverse target groups in multiple markets. Mostly, time and effort used in establishing the supply chain, so restraining the time, they could have dedicated to product progress grounded on the customer.