All or Nothing Brewhouse

Student’s Name

Institutional Affiliation

Date of Submission

**Question 1. How can the brewers company increase the markets share on the products?**

Analysis; the consumption of beer products is majorly domestic. There is low competition in the market, with few companies involved in the brewing of beer. Therefore, the company is only accessed to the local market, which comes with various challenges. The company can increase its market share by introducing new products brands. It can also consider establishing new subsidiaries in the international markets.

**Question 2. What are the advantages of disadvantages of increasing the market share through product branding?**

Increasing the markets share is advantageous to the brewhouse as it increases market sales. Once the company as a huge market share, it can benefit from the economy of scale where the production cost could be reduced. The increase in the market share also increases the profit margin of the company hence contributing to the sustainability of the company.

However, the introduction of new product brands as a measure to increase the company market might be disadvantageous if poorly implemented. For example, the company might lose its competitive advantage in the market with a decrease in the value of their products. Most importantly, the company might fail even at the domestic level as other emerging companies might take advantage of product branding to smuggle the products.

**Question 3. What are the recommendations for increasing the market share in the BREWHOUSE case?**

The company should consider engaging the customers both in the domestic and international markets. Besides, the company should come up with unique product brands. Most importantly, the company should focus on value addition in the production of the beers to ensure customer satisfaction.