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# **GROLSCH GROWING GLOBALLY**

# INTRODUCTION

**Grolsch, a Dutch beer, is one of the many beer manufacturers in the world to face the storm of operating in an international market that is already saturated with beers from different regions. As one of the oldest breweries Grolsch has full branding effect established on quality as well as tradition.**

# **GLOBAL EXPANSION**

**Grolsch also encountered some pains when it started the process of going international. A major threat that informed the company was the increased market dominance and competition from the multination brands in Europe. Further, learning the consumers' tastes and preferences in various markets, how to address issues of distribution and control the quality of products across those markets played a significant role.**

# STRATEGIC INITIATIVES

**To overcome these difficulties Grolsch introduced a restrained globalisation scheme. In the next stage, they relied on distribution houses and breweries to gain the initial entry into the new markets. low end was maintained and reinforced by arrangements such as the swing top bottles normally associated with the company in addition to a strong focus on heritage.**

# CONCLUSION

**The case of Grolsch brings out challenges of global expansion in a tradition brand a very well. Growing from its core competencies and forming proper alliances, Grolsch established the base for the long-term profitable development on the global beer market. For enterprises, which targeted at global success**

# RECOMMENDATION

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