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New Business Model for Heine Median

Introduction

Heineken currently one of the most popular brands of beer globally has experienced major problems in today's growing and highly saturated market. Thus, changes in consumer behavior, technological progress, and environmental issues become a important challenge for Heineken to replan its traditional business model.

Business Model

The conventional business structure of Heineken has mainly been characterised by optimised production and supply of beer. However, with those success this model has been exposed to several trends. Market changes in consumers' tastes, specifically in respects to the increased availability of craft beers and healthier drinks, require a change in Heineken's product portfolio.

Product Diversification

Growing categories that should be in the mixer include non alcoholic products, low calorie products, and crafts. This would assist to expand on the escalating market for better quality healthy products as well as supporting the base of constant customers.

Conclusion

New strategizing for Heineken should incorporate innovation, sustainability and digital transformation as the firm strives to adapt to a changing market. The specific points identified in the case solution from [TheCaseSolutions.com](https://www.thecasesolutions.com) reveal strategies that will help the brand to grow.

Resource

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