

# Adolph Coors en el sector

# Introduction

The case of Adolph Coors in the Brewing Industry addresses the future problems and strategic management problems faced by Adolph Coors Company, which is one of the leading brewing industries in America. This case discusses Coors – a family business – and its location in the extremely competitive industry; details the elements of interest, including the strategic direction, operational issues and the business context the firm faced.

# Principal Issues

By the 1970s, Coors had its emerged competitors in some large brewing firms such as Anheuser-Busch and Miller Brewing. These companies channeled their resources on marketing and distribution channel so as to have wider market share. These competitors offered better products associated with their large scale operation while Coors, specifically a premier brand with limited focus on the regions, floundered.

# Strategic Solutions

In order to address these challenges the management at the Coors company required formulating a new business strategy. The most important strategies identified were market diversification, improvement of production processes and improvement of channels of distribution.

# Conclusion

The case of Adolph Coors allows readers to take lessons about industry transformation and competition. In mature industries such as brewing, new ideas in the way operations are conducted, products are delivered to the market or brands promoted must be harnessed for competitiveness.

# Recommendation

This is just a sample partial case solution. Please place the order on the website to order your own orginally done case solution.

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