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# *Wolfgang Keller at Königsbrau Hellas A.E. (A)*

# *Introduction*

This paper aims to use Wolfgang Keller of Konigsbrau-Hellas A.E. as a case study to ascertain his major strategic challenges and decisions to achieve his goals as a general manager in this company. The case discusses major problems concerning organizational design, market competition, and leadership, and can be beneficial both for students and practicing managers.



# *Background*

Konigsbrau-Hellas A.E. is a Greek brewery company that was experiencing many problems in the Greek market because of the growth of intensified competition in that market area. Expert in automobile manufacturing, Wolfgang Keller, who was recently appointed the general manager of the company, was to restore the functioning of the company and increase the TH production's profitability.

# *Strategic Challenges*

Keller pointed out several strategic issues namely the need to increase the product differentiation level, refine the marketing mix and operational efficiencies. He then focused on what his competitors were doing, and what customers wanted. This was because Keller realized that identifying the strategic directions that could help achieve the company's objectives and stakeholder requirements was critical to growth.

# Conclusion

Hence, reading the Wolfgang Keller at Konigsbrau-Hellas A.E case provides the reader with a number of insights regarding the challenges of the managerial decision-making in a highly competitive environment. It provides the importance of thinking strategically, good leadership and factors that enhance organisational effectiveness.

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