



The Beer Cases (A): A-B InBev

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AB-Inbev Profile

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Anheuser-Busch InBev is a publicly traded company based in Leuven, Belgium. Anheuser Busch InBev is a global beer brewing company that merged in 2008. InBev was a modern European company, that focused on cost cutting. Anheuser Busch was a traditional American company.

The company has over 300 beer brands.

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- The leading global beer
- Top 5 consumer products
- 114,000 employees
- Operations in 23 countries
- 36.3 billion in revenue in 2010
- Committed to achieving 99% recycle and reuse rate by 2012

SWOT Analysis

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Internal

Strengths

- Extensive brand portfolio
- Wide geographic presence
- Horizontal/vertical integration of products (owns environmental products)
- Combining with Inbev corporations

Weakness

- Legal issues
- Poor performance in European segment
- Unionization and size of company

External

Opportunities

- Continuous innovation in brands
- Rising demand for non-alcoholic beverages
- Environmental issues

Threats

- Growth of wine consumption
- Limitations on advertising/promotions of alcoholic products
- Social consciousness about alcoholism, underage drinking, and drinking and driving
- Combining with Inbev corporations

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Strategic Alternatives

Strategic Alternative: Merger Conflict

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Strategic Alternative: Key Executives

Name Age

Carlos Alves De Brito 52

Luis Felipe Pedreira Dutra Leite 47

Mr. Peter Harf 66

Mr. Chris Burggraeve 48

Mr. Claudio Garcia 44

Mr. Marcel Herrmann Telles 62

Mr. Jorge Paulo Lemann 73

Mr. Stefan Descheemaeker 52

Mr. Gregoire de Spoelberch 46

Mr. Alexandre Van Damme 50

Mr. Mark Winkelman 66

Mr. Cornet Paul de Ways Ruart 44

Mr. Olivier Goudet 48

Mr. Kees J. Storm 70

Mr. Carlos Alberto Da Veiga Sicupira 54

Mr. Roberto Moses Thompson Motta 55

Bernardo Pinto Paiva 44

Claudio Braz Ferro 57

Ms. Sabine Chalmers 47

Mr. Tony Milikin 51

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Strategic Alternative: Open Innovation

