

Problem Statement

Asahi Breweries experienced significant sales growth over the last years. Hirotaro Higuchi is now concerned how the company should react to the increased demand for Asahi Breweries' beer.



Key Issues



SCENARIO ANALYSIS



Solution

Invest in additional capacity to meet most likely market demand and continue to stimulate demand for the Super Dry beer.



Contingencies

- 1. Government
- 2. Selling assets
- 3. Demand (high/low)
- 4. Personnel
- 5. Distribution capacity

THANK YOU FOR YOUR ATTENTION

Q & A

Asahi Breweries Limited Harvard Case Solution & Analysis

TheCaseSolutions.com

Problem Statement

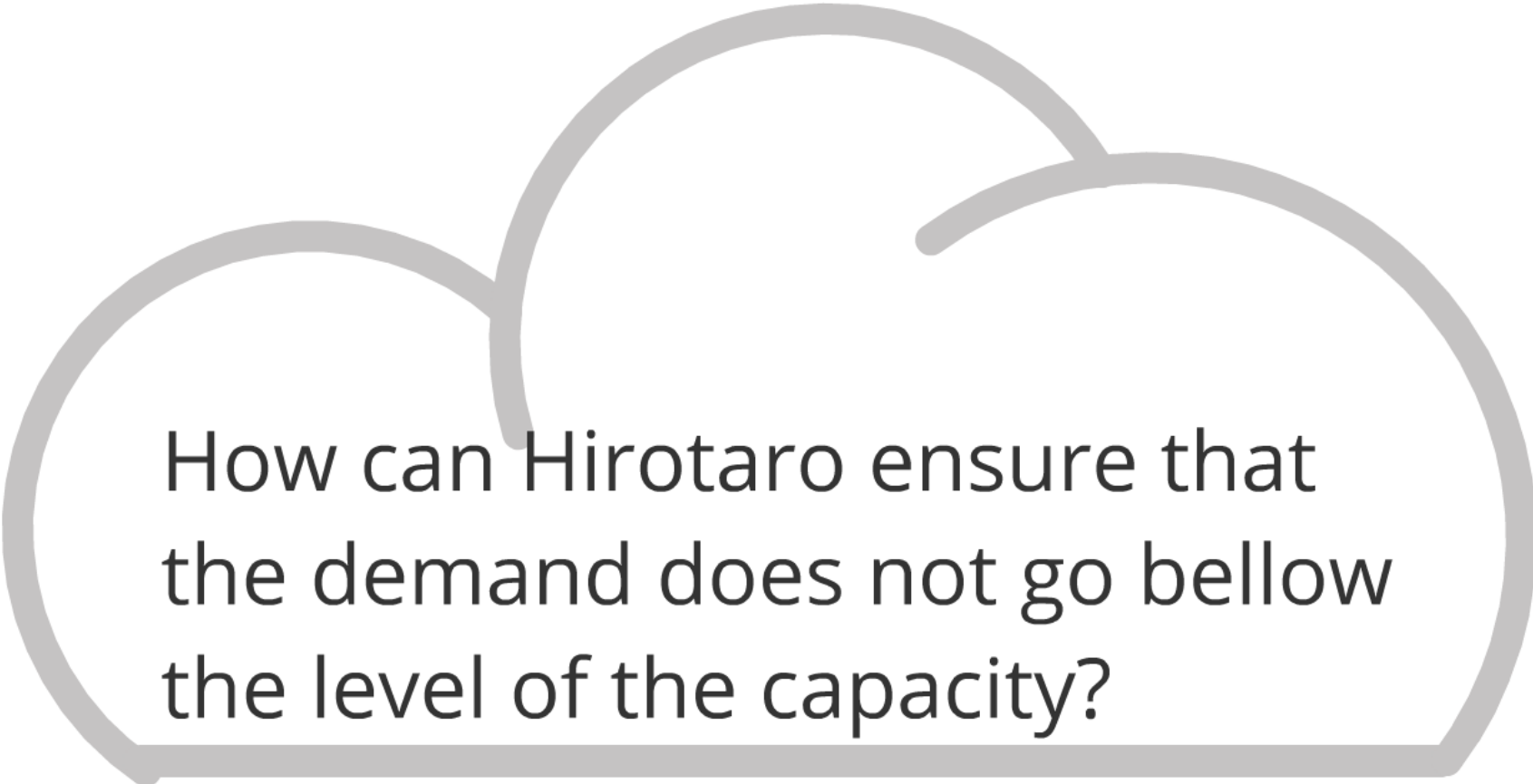
Ashai Breweries experienced significant sales growth over the last years.

Hirotarō Higuchi is now concerned how the company should react to the increased demand for Ashai Breweries' beer.


How can Hirotaro ensure that the demand does not go below the level of the capacity?


Is there enough growth possibility to justify more capacity?

Key Issues

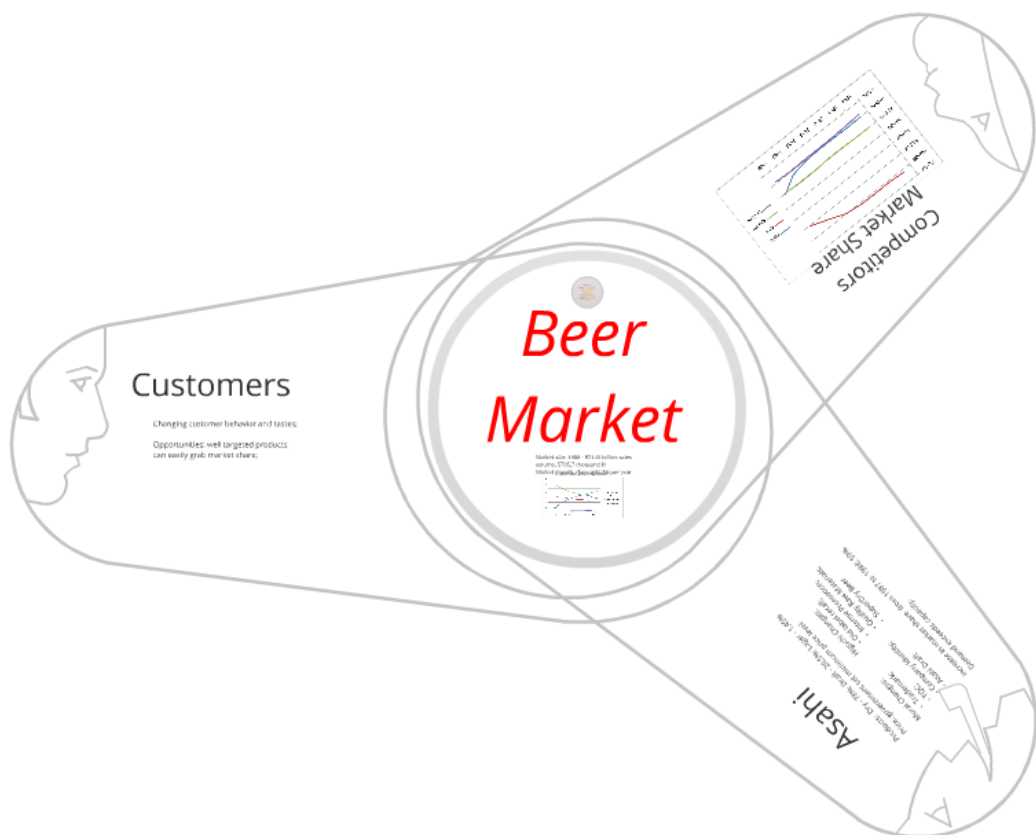


How can Hirotaro ensure that the demand does not go below the level of the capacity?





How should the capacity expansion be financed?





Market size: 1988 - ¥2145 billion sales volume; 5705,7 thousand kl

Market growth: (forecast) 7% per year

Market share per Beer Type in 1988

