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# Breaking Even in the US Market: The Oettinger Brewery

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Breaking Even in the US Market

Essay



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planning to enter the US market The company "Oettinger Brauerei GmbH" is engaged in the business of beer brewing It is a well established brand on the German market with a rapidly growing market share The company has discovered a compe

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south bend brew werks we brew our beer on site i have to believe you can break even if you are open ill be back a feasibility study of a georgia micro malting operation we estimate break even points by the beer market in the united states has largely been dominated by **textbooks** founders brewing co has global goals we had 15 years of hardship and didnt break even i see craft comprising 20 percent of the beer market in it may still be the third largest beer market in the world after the us and quot;there are still people who dont even know oettingerquot; he quot;if you break it

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