



Market entry strategy for beverages in Myanmar

Case study

bostonANALYTICS

(A division of Pythos Technology LLC)

BA created a route-to-market strategy for a global beer manufacturer to enter the Myanmar market

Client Background

- The client is a global brewery group with a beer portfolio of more than 500 brands
- The client's overriding objective is to be the world's fastest growing global beer company
- One of the countries in which it has recently made a significant investment in order to meet its growth objectives is Myanmar
- In order to do so, the client partnered with Boston Analytics to ensure a robust analysis of the market opportunity that is contextually rich and based on findings validated through detailed primary and secondary research

Key Highlights

- BA captured the market size, growth rates, market dynamics, key drivers and inhibitors and presented assessment of market attractiveness and specific opportunities
- BA identified prevailing sales and distribution models for the beer market in Myanmar
- BA analyzed the role and strategic importance of different channel entities and mapped competitors' strategies to prevailing distribution channels to inform the design of an effective RTM strategy for the client
- BA analyzed the beer market in Myanmar using extensive secondary research and primary interviews
- BA provided analysis of key findings in the focus segments and recommendations for an effective distribution strategy for the client

Key Business Questions

1

What are the key characteristics of the consumer market for beer in Myanmar?

2

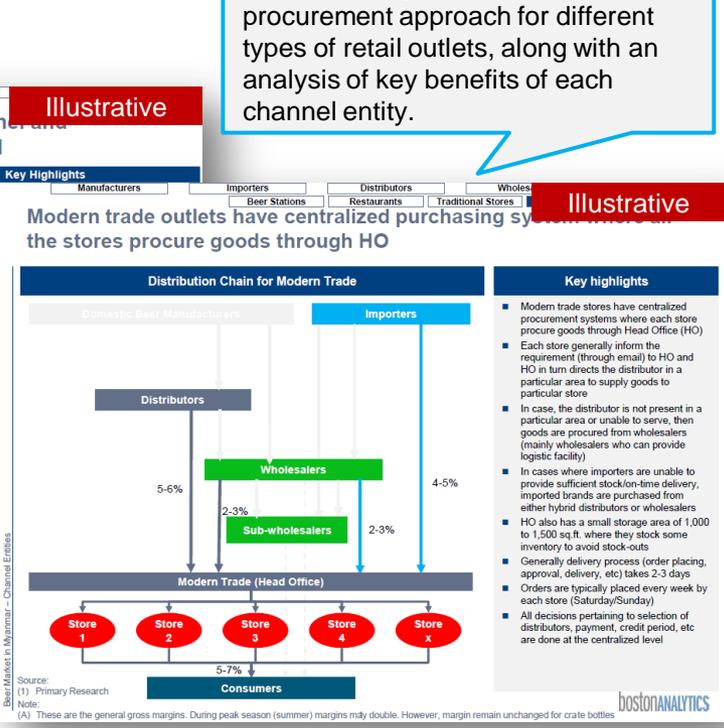
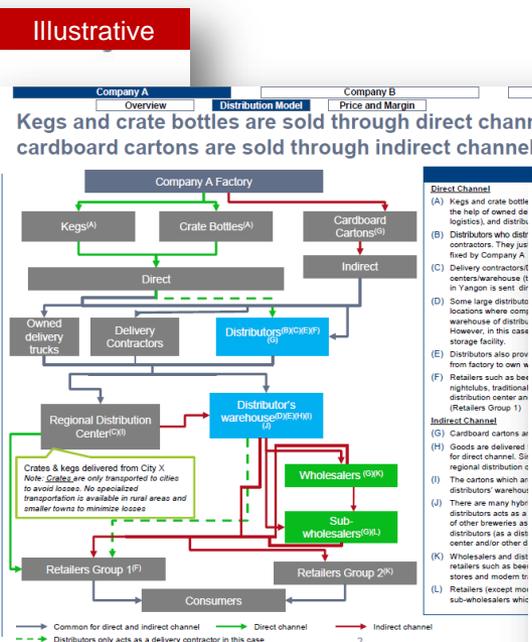
What are the key distribution channels in Myanmar, what are some of the key models for distribution and what are the advantages and disadvantages of each?

BA recommended an effective distribution strategy for the client based on an in-depth analysis of key factors

1 What are the key characteristics of the consumer market for beer in Myanmar?

2 What are the key distribution channels in Myanmar, what are some of the key models for distribution and what are the advantages and disadvantages for each of these?

BA developed an in-depth understanding of the distribution and procurement approach for different types of retail outlets, along with an analysis of key benefits of each channel entity.



BA identified the typical distribution chain from manufacturer to consumer and also analyzed distribution best practices within industry, e.g., in terms of incentives, marketing support, financing, etc.

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