

German beers to Hungarian market (webshop)

Ádám Kohajda
Dániel Nagy
József Szenka
László Kocsis
Zoltán Hafner

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Plan

1 Introduction

2 Analysis

- Market segmentation
- Market targeting
- Market positioning

3 Summary

4 References

German beers

Hungarian market

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Market segments

Targeted Segment

Strategy

Competitors

Competitive advantage

Positioning strategy

Positioning statement

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