Brewery Business Plan for Sedibeng Breweries.

1. Executive Summary: Sedibeng Breweries is a medium-scale brewery that is located in the growing industrial center of Kansas City Missouri. This is a relatively new business in its start-up phase having been incorporated recently.
2. Objectives: Our business strategy will revolve around the need to provide quality brew to our various target customers, in the process fully satisfying their needs. So the objectives are as follows; Provision of a great work environment, treating each other with respect and dignity. To apply high quality standards of excellence to all business processes and to contribute positively to our communities and our environment.
3. The keys to Success: The keys to Sedibeng Breweries success will undoubtedly be effective market segmentation through identification of several niche markets and implementation strategies.
4. Company Summary: Sedibeng Breweries is a relatively new company providing high quality alcoholic and non-alcoholic beverages in the local market. Sedibeng Breweries intends to focus on the brewing process and the brewery itself. The brewery will house four stainless steel vessels whose shiny finish will be highlighted by the flood lights on the ceiling. Interested stakeholders will be able to observe the brewing process during the day and will be offered guided educational tours of the brewing facility.