



## FLENSBURGER BRAUEREI

The Flensburger Brauerei is a private brewery located in Flensburg.  
The concern was incorporated under the name “Flensburger Export-Brauerei” in  
Flensburg in the year 1888.

It became the second brewery in the city, after the formation of the Flensburger  
Actien-Brauerei-Gesellschaft in 1873.

As a cause of the 1<sup>st</sup> world war, both concerns registered an economical decrease.

The solution of this problem became the consolidation of them.

This new concern was called “Flensburger Brauerei”.

<i>Branch of industry:</i>	foodstuff production
<i>Product:</i>	<i>beer and other similar products</i>
<i>Legal form:</i>	<i>GmbH &amp; Co KG</i>
<i>Company founder:</i>	<i>5 Flensburger business men</i>
<i>Organizational structure:</i>	<i>one technical manager &amp; one marketing/management manager</i>
<i>Locations:</i>	<i>Flensburg</i>
<i>Financial situation:</i>	<i>--- company secret ---</i>
<i>Corporate objectives:</i>	<i>Customer satisfaction</i> <i>Sales protection/increase</i> <i>Profit maximization</i> <i>Introducing new products to the market</i>
<i>Economical increase:</i>	<i>+ 5.9% sale in June 2015 towards May 2015</i> <i>+ 5.9% sale from January 2015 to June 2015</i>