

THESIS SUMMARY

Thesis title: Organization Adaptation and Performance of Brewing Firms in South-East Nigeria.

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Course: Management and Leadership

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Based on the analysis of the data gathered on organizational adaptation and performance of brewing firms in South-East Nigeria, it is clear that the brewing industry is highly competitive, and companies must continuously adapt to meet evolving consumer preferences and market conditions to remain successful. The data revealed that most brewing firms have implemented various strategies to remain competitive, including the use of online advertising, influencer marketing, targeted advertising, and partnerships with other businesses. In addition, companies have invested in technology, implemented sustainable practices, and adopted flexible manufacturing processes to meet changing consumer preferences.

Also, Internal factors such as organizational structure, management practices, and employee skills were found to have a significant impact on the performance rate of breweries. While external factors such as economic conditions, government regulations, and the competitive landscape also affect the performance rate of brewing companies. It was also deduced that availability and cost of raw materials also affect the performance rate of brewing companies.

In addition to the above, to survive in the highly competitive brewing industry, companies must employ strategic pricing methods, implement cost-cutting measures, innovate, and engage in partnerships or collaborations with other businesses to expand their market reach and improve their competitive position.

In conclusion, the data analysis revealed that the organizational adaptation strategies employed by brewing firms in South-East Nigeria significantly impact their performance rate. Companies that adapt to changing market conditions and consumer preferences will be more successful in the long run.