

Myanmar Brewery – “Myanmar Champion” Project

 asian-identity.com/myanmar-brewery-myanmar-champion-project

By
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Myanmar is one of the most interesting emerging markets in the world due to the number of its population. Many regional and international players from various industries are going in to obtain not only the share of market in their field, but also the share of heart and the share of mind.

With more than 20 years of history, Myanmar Brewery Limited (MBL), a company currently co-owned by Kirin Holdings Singapore and The Union of Myanmar Economic Holdings, has been one of the earliest and the largest beer companies in Myanmar. With its flagship beer brand, Myanmar Beer, owning more than 70% of beer market share in Myanmar, this beer brand certainly is a household name when it comes to Myanmar domestic beer market.

As the dominant player in Myanmar domestic beer market, MBL aims to secure their top position by creating a new corporate philosophy, protecting its position from Western beer giants. This philosophy project is called “The Champion of Myanmar project”.

After months of program designing process, Asian Identity and MBL project members gave birth to a program that contains three workshops to generate ideas on MBL’s future Mission, Vision, and Core Values.

The total of 6 workshops were conducted in Yangon head office and Mandalay sales office. Asian Identity consulting team along with 10 local project members facilitated workshops with more than 150 people participating in total.



Through this collaboration between Asian Identity and MBL, we obtain the following result, by gaining strong support of MBL management team, both Myanmar and Japanese

Mission:

For our consumers – Creating moments for everyone, everywhere.

For our partners – Maximizing your business experience.

For our society – Taking Myanmar society higher

Vision:

To become and international pride of Myanmar and a valuable part of our consumer's life, our partner's business, and our society's development.

Core values:

CHAMP: Consumer First, Honest Relationship, All Equal, Multinational Image, Progress.

Follow more MBL's story at

<http://myanmarbeer.com/>

Author



OUR MISSION

As a leading company in Myanmar, Myanmar Brewery Limited aims to provide these values to our consumers, our partners, and our society, as our mission.

- **FOR OUR CONSUMERS,**
"Creating moments for everyone, everywhere" - Our products ignite moments of connection between everyone in everywhere. Drinking Myanmar beer delivers consumers a true feeling of Myanmar pride. Our top quality products ignite times of connecting with each other through an enjoyable yet exciting Myanmar moment. We make this moment available for everyone and everywhere with our broad product availability in terms of price and place.
- **FOR OUR PARTNERS,**
"Maximizing your business experience" - Our capability maximizes your business experience and establish mutualistic relationship. Partnership with Myanmar Brewery is the best business experience our partners can get. Creating happiness in our partner's personal life as the result of our business collaboration is our actual pleasure. We make this happen by utilizing our product innovation, marketing expertise, mutualistic alliance with partners, to provide our partners the tools and opportunities to thrive in their markets.
- **FOR OUR SOCIETY,**
"Taking Myanmar society higher" - Our business takes our society ahead, side by side. Being side-by-side with Myanmar society and moving forward together is the path to our sustainable business. We focus on improving the living standard of Myanmar people and making sure they have the basic necessities of life. We make this happen by creating job opportunities, promoting health-conscious lifestyle, supporting Myanmar cultural movement and other social contribution activities especially in dealing with natural disasters in Myanmar.

Through these commitments, Myanmar Brewery Limited will continue to be a valuable part of our consumer's life, our partner's business, and our society's development.

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