

	Factor	Opportunity	Threat
Political	<ul style="list-style-type: none"> * Monitored by local, state, and federal governments as a vice. * Competition regulation * Consumer protection * Increased taxes and or limitations of sales. 		<ul style="list-style-type: none"> * Limiting what suppliers can sale alcohol. * Regulation of sales at sporting events, college events, social events, etc. * Restricting alcohol marketing and advertising * Price increase
Economic	<ul style="list-style-type: none"> * The beer industry is not homogeneous * Alcohol beverage consumption is considered recession proof 	<ul style="list-style-type: none"> * The alcoholic beverage industry as a whole does not tend to take major hits in the market 	<ul style="list-style-type: none"> * There will always be competition.
Socio-Cultural	<ul style="list-style-type: none"> * Acceptance of Alcohol consumption in society * Availability 	<ul style="list-style-type: none"> * Alcohol as a drug is the most accepted type of drug in society. * Drinking alcohol is encouraged through mass media, peer attitudes, etc. * Available at a lot of different outlets 	<ul style="list-style-type: none"> * Underage individuals are more likely to drink when alcohol is readily available to them. This includes being able to buy alcohol on their own at a bar or store, having others be able to buy it for them with little fear of consequences, and having the opportunity to drink freely at keg parties or other social events.

Technological

- *Alcohol sensors in automobiles.
- *Thermal Facial Imaging
- *Social Media
- * Untapped online sales potential

- *Ability to gain costumers through social media outlets requires less finance then traditional methods.
- * .2% of alcohol transaction occur over the web

- *Stop the sale of alcohol to individuals beyond a BAC through facial scans.
- *Prevention of driving while intoxicated.

Political

Alcohol sale and consumption takes place in all aspects around us. You see the sale and consumption of alcohol at social events, meetings, sporting events, parties, and barbecues. The factors that influence the sale and consumption of alcohol is rather complex, factors in economics to technological advances all play a role in the totality of alcohol as a commodity. The political realm plays a major factor in the sale and consumption of alcohol. Alcohol regulation policies of local, state, and federal governments intended to affect the drinking behavior of the general population. Some examples are raising taxes on alcoholic beverages, limiting the number of alcohol establishments per geographic area, training the staff of alcohol outlets, and restricting alcohol marketing and advertising. All of the mentioned restrictions decrease the amount of alcohol beverage consumption. When taxes on alcoholic beverages increase the price is transferred to the customer through price increase, when this takes place there is a decrease in alcohol consumption. Some localities have worked to restrict how alcohol is marketed to the public, for example, by limiting drink specials (such as happy hours or two-for-one promotions) at clubs, bars, and restaurants. Drink specials appear to be associated with increased alcohol consumption or drunk driving, and some research indicates that drink specials on or near college campuses are associated with increased heavy occasional drinking among college students.

Economics

The economic impacts of alcohol can usually be split into two categories; benefits and costs. The economic benefits alcohol brings to society can be measured by the revenues generated in both the on and off-trade from the sales of alcoholic beverages locally, which in turn the government receives a proportion of by taxation. They are also represented in the number of

jobs created within any region where alcoholic beverages are produced and indirectly for those who distribute alcohol as a commodity.

The beer industry is not homogeneous, meaning if one brand of brewer is taking a hit in sales this is not an indicator to the health of the industry as a whole. Alcohol beverage consumption is considered recession proof. When there is a recession the sales of alcohol doesn't necessarily lead to a drop in demand; it just leads to a different type of demand. Consumers switch from more expensive beer to the less expensive varieties, just like consumers switch from name brand goods to the store-brand version. The consumption is still there, however it's of the cheaper alternative.

Acceptance by Society

Americans are bombarded with alcohol advertising. Expenditures for beer advertising are estimated at over \$3.74 billion per year. Broadcast liquor advertising expenditures rose more than 620% between 1995 and 1997.

Alcohol advertising helps create an environment that suggests that alcohol consumption are normal activities, and contributes to increased alcohol consumption.(5) Research has shown that media and advertisements are perhaps the most significant predictor of knowledge about alcohol, current drinking behavior, and intentions to drink.

Acceptance of dangerous drinking is encouraged through mass media, peer attitudes, role models, and the attitude of society in general. Ways that this acceptance is demonstrated include:

Movies, videos, music, and television that glorify drinking and drunken behavior

Sports figures, movie stars, peers and local role models that appear to gain popularity, sex appeal and fun from alcohol, with no ill-effects

Lack of negative consequences, either formal (laws, enforcement) or informal (social disapproval) for those who engage in dangerous drinking or create problems while drunk, sending the message that drinking is accepted, as is intoxicated behavior (including drunk driving, assault, vandalism and public nuisance)

Technological

The prevention of sales of alcohol is increasing through technology. Thermal facial imaging will stop the sale of alcohol to individuals beyond a BAC through facial scans. Individuals that try to drive while intoxicated will be prevented by the installed alcoholic detection devices, which might be made mandatory in all vehicles.

Marketing and advertisement is changing, the ability to gain costumers through social media outlets requires less finance then traditional methods.

Online retail revenue reached \$200 billion in 2011, given that only .2% of alcohol transaction occurred over the web in 2013. \$1 of every \$100 American dollars is spent on alcohol, therefore there is a great potential to profit on the online market. With new technology like Advanced ID Detection which can IDs for online point of sales it should clear the way for less restriction on online sales. Technological advancements will also prevent the sale of alcohol.

With technology advancements in the alcoholic beverage production sector, there has been a goal for companies to be more energy environmentally efficient. There are ways to reduce water and energy consumption as well as greenhouse gas emission. Eco-friendly packaging is also an initiative throughout the beverage industry.

Conclusion

The alcohol industry produces a legal consumed drug that is utilizes marketing a quality to maintain its customer base while gaining new, youthful drinkers. Some say that the alcoholic beverage industry has manipulated society in treating alcohol as a commodity. The complexity that goes into the supply and demand of alcoholic beverage is extensive. The alcohol industry is a multifaceted, international industry with great economic and political power and impacts at all levels of society around the globe.