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CE2D2



Our Content



Pre-filter

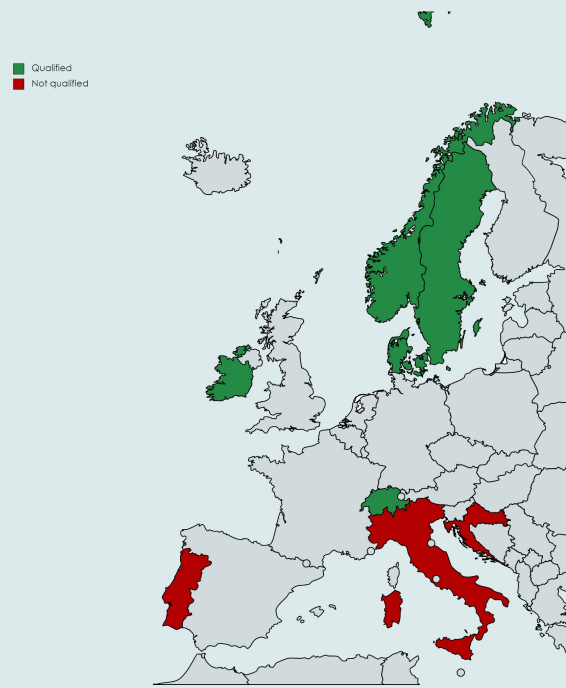
Filter 1

Filter 2

Conclusion

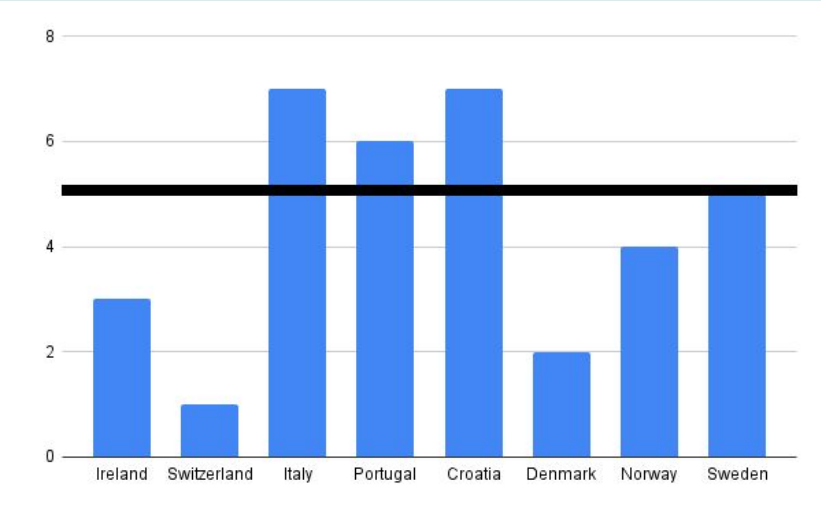
Appendix

Pre-filter



2023

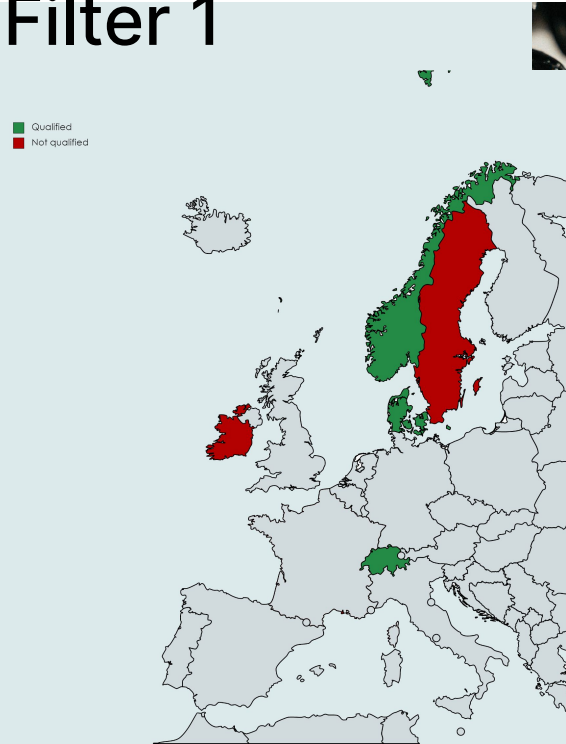
Criteria	Weight	Ireland	Switzerland	Italy	Portugal	Croatia	Denmark	Norway	Sweden
Import duties	0,20	23%	7,7%	22%	23%	25%	25%	25%	25%
Transportation costs	0,25	122	115	123	113	119	119	135	545
Welfare level	0,30	0,945	0,962	0,895	0,866	0,858	0,948	0,961	0,947
Risk of disasters	0,25	3,10	1,03	9,37	5,08	4,86	1,03	3,16	2,06
Rank									
Import duties	0,20	3	1	2	3	4	4	4	4
Transportation costs	0,25	4	2	5	1	3	3	6	7
Welfare level	0,30	5	1	6	7	8	3	2	4
Risk of disasters	0,25	3	1	7	6	5	1	4	2
Summary		3,85	1,25	5,2	4,45	5,2	2,7	3,9	4,25
Rank		3	1	7	6	7	2	4	5
To filter 1		Yes	Yes	X	X	X	Yes	Yes	Yes



Sources:

Bündnis Entwicklung Hilft. (2022)
Trading Economics. (2023a)
United Nations. (2023)
Zonos. (2023)

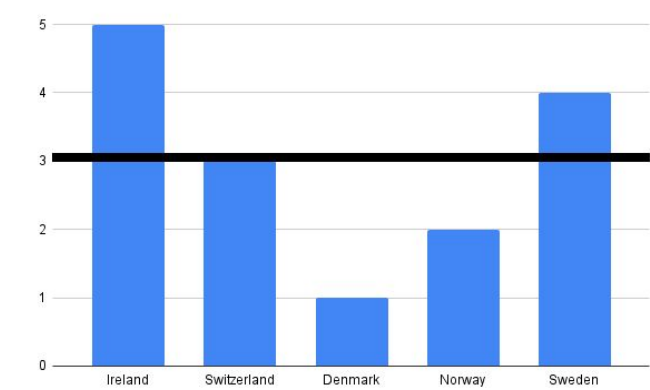
Filter 1



2023



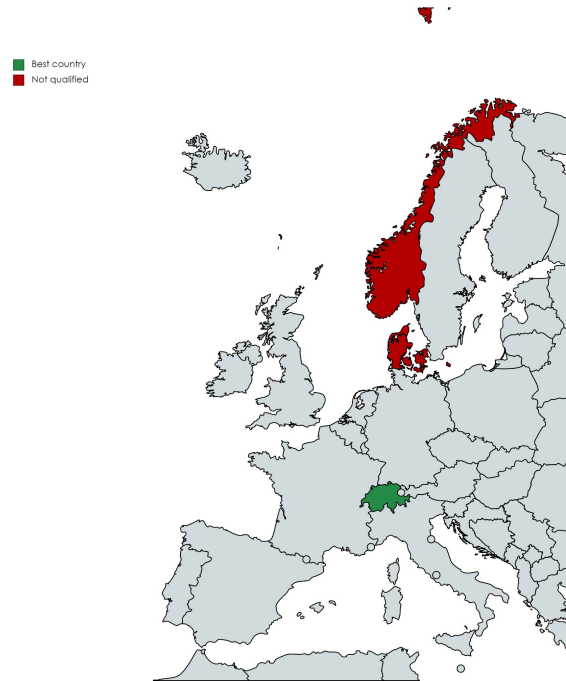
Criteria		Weight	Ireland	Switzerland	Denmark	Norway	Sweden
Political	Corruption	0,30	77	82	90	84	83
Economic data	Population	0,30	4.937.786	8.654.622	5.792.202	5.421.241	10.099.265
Economic data	Inflation	0,30	7,7%	2,6%	6,7%	6,5%	10,6%
Social	Education	0,20	0,918	0,897	0,920	0,915	0,904
Social	Health Care	0,20	51,8	74,5	79,2	76,7	68,6
Climate	Average temperature	0,10	9,95	6,42	8,92	2,06	3,02
Distance	Surface of country in km	0,10	68.890	39.516	42.430	365.268	410.340
Rank							
Political	Corruption	0,30	5	4	1	2	3
Economic data	Population	0,30	5	2	3	4	1
Economic data	Inflation	0,30	4	1	3	2	5
Social	Education	0,20	2	5	1	3	4
Social	Health Care	0,20	5	3	1	2	4
Climate	Average temperature	0,10	5	3	4	1	2
Distance	Surface of country in km	0,10	3	5	4	2	1
		Summary	6,4	4,5	3,3	3,7	4,6
		Rank	5	3	1	2	4
		To filter 2	X	Yes	Yes	Yes	X



Sources:

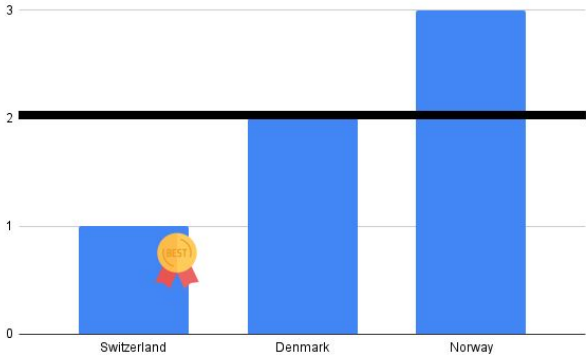
Worldometers. (2023)
Numbeo. (2023)
Rankedex. (2018)
Trading Economics. (2021)
Trading Economics. (2023b)
Transparency International. (2023)

Filter 2



2023


Criteria		Weight	Switzerland	Denmark	Norway
Market data	Revenue beer	0,25	3,58	1,23846	2,35
Market data	Volume beer	0,25	392,19	267,44	246,96
Product demand	Consumption beer	0,20	3,17	3,42	2,63
Competition	Competitors beer	0,20	1278	128	210
Import duties per category	Import beer	0,15	1055	745	631,22
Rank					
Market data	Revenue beer market	0,25	1	2	3
Market data	Volume beer market	0,25	1	2	3
Product demand	Consumption beer market	0,20	2	1	3
Competition	Competitors beer market	0,20	3	1	2
Import duties per category	Import beer market	0,15	1	2	3
		Summary	1,65	1,7	2,95
		Rank	1	2	3
		BEST	Yes	X	X



Sources:

- Brewers of Europe. (2022a)
- Brewers of Europe. (2022b)
- Brewers of Europe. (2022c)
- European Commission. (2021)
- FOBS. (2023)
- Statista. (2022)
- ToLL.no. (2022)
- Wisevoter. (2023)

Conclusion

	Switzerland	Details
	Import duties	<ul style="list-style-type: none">Based on the market research conducted, Switzerland was found to have the lowest import duties compared to other countries.
	Welfare level	<ul style="list-style-type: none">Based on the Human Development Index, Switzerland has one of the highest welfare levels in the world.
	Inflation	<ul style="list-style-type: none">Based on the Consumer Price Index, Switzerland has the lowest inflation rate among the selected countries.
	Volume import	<ul style="list-style-type: none">Switzerland has been identified as having the highest import volume of beer compared to the other selected countries.

THANK YOU.

Appendix

See the notes below
for the literature list