
贵州茅台产业出口存在的问题及对策分析

摘要

通过对贵州茅台产业出口现状的分析，我们可以看出茅台酒出口营业收入是不断增加的，但是每年的涨幅差距较大，并且出口营业收入占总营收比重较小，有很多的年份基本上低于 5%，这是茅台集团在茅台出口这方面需要作出战略决策。在茅台产业出口中也存在各种问题，其中不乏有同行业的竞争、中外传统酒文化的差异、酒行业生命周期的变化、贸易壁垒越演越烈以及其他国家著名烈酒品牌的竞争等等。茅台在国际上面临着诸多的问题，但这也证实了茅台在国际上还有更大的发展空间，这需要茅台集团在出口方面多需努力，才能实现“世界蒸馏酒第一品牌”的战略目标，茅台酒才能在国际市场上占有利的优势，实现利润最大化。

关键词：贵州茅台 出口 问题 对策

ABSTRACT

through the analysis of the Kweichow Moutai's Industrial Export, We can see that the export revenue of Maotai Liquor is increasing. However, the annual growth gap is relatively large, and the proportion of export revenue to total revenue is relatively small, many years are basically less than 5%, this is the Maotai Group in Moutai export this aspect of the strategic decision needs to be made. There are also various problems in the export of Maotai industry. There are many competition in the same industry, the difference between Chinese and foreign traditional wine culture, the change in the life cycle of wine industry, the stronger trade barriers and the competition of famous spirits brands in other countries, and so on. Maotai faces many problems at the international level, but this also proves that Maotai still has more room for development internationally, which requires more efforts by the Maotai Group in terms of export, in order to achieve the strategic goal of "the first brand of distilled wine in the world." Maotai wine in the international market to occupy a favorable advantage, to achieve maximum profits.

Keywords: Kweichow Maotai Export problem countermeasure

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