This project is a business plan of a microbrewery. In which we analyze the beer sector, the strategic viability, a SWOT analysis of the brewery, technical and commercial viability, the necessary procedures for the development and finally the economic and financial viability of the project.

The main keys to understand the project are the differentiation with respect to industrial beers, a correct marketing policy and starting the project little by little, adapting the investments to the demand.

Beer, microbrewery, viability.