# Weekly Product Review

*Student must fill in all fields to receive full credit*

## **Industry Overview**

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| **Product Name** | Breville Barista Express Espresso Machine |
| **Company Name** | Breville |
| **Company Size** | Large Enterprise (5,000+ employees) |
| **Industry** | Kitchen Appliances |
| **Competitor 1** | De’Longhi Magnifica |
| **Competitor 2** | Philips 3200 Series Espresso Machine |
| **Porter’s 5 forces** | *Buyer Power: High*  *Supplier Power: Moderate*  *Threat of New Entrants: High*  *Threat of Substitutes: High (e.g., drip coffee makers)*  *Competitive Rivalry: High* |

## **Product Positioning**

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| **Value Proposition** | Provides a professional-grade, easy-to-use espresso machine with built-in grinder and customizable settings, allowing users to create cafe-quality beverages at home. |
| **Target Audience** | Coffee enthusiasts, home baristas, and consumers seeking a high-quality, durable espresso machine for personal use. |
| **Revenue Streams** | Primary revenue from direct sales of the espresso machine, with additional income from sales of accessories (grinders, milk frothers, cleaning kits) and replacement parts. |
| **Product Life Cycle Curve** |  |
| **Phase of PLC** | Growth Phase. The Breville Barista Express continues to gain popularity as more consumers seek cafe-quality experiences at home. |
| **Company Actions** | Breville recently introduced a limited-edition color variant and an updated model with improved temperature control. These actions align with the product's growth phase, aiming to capture more market share and enhance product appeal. |

## **Product Features**

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| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | 1. Built-in conical burr grinder \* 2. Stainless steel housing 3. Thermocoil heating system \* 4. Pre-infusion function for even extraction \* 5. Adjustable grind size dial 6. Manual steam wand for microfoam milk texturing \* 7. 1.8-liter water tank 8. Easy-to-clean design with removable drip tray 9. Single and double shot settings 10. Auto shut-off for energy saving   ***MVP Features:* 1, 3, 4, 6** |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** | **Feature:** Manual steam wand for microfoam milk texturing **User Story:** As a home barista who enjoys experimenting with different coffee recipes, I want a manual steam wand so that I can create perfectly textured microfoam for lattes and cappuccinos, giving me full control over the milk frothing process and allowing me to replicate cafe-quality drinks at home. |
| **Choose a feature that differentiates this product from the competition.** | **Feature:** Built-in conical burr grinder **Differentiation:** Unlike many competitor models that require a separate grinder, the Breville Barista Express includes a built-in conical burr grinder. This feature provides a fresher grind for each cup and streamlines the brewing process, saving counter space and ensuring consistent grind quality, which is essential for a superior espresso experience. |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** | **Feature:** Auto shut-off for energy saving **Impact:** If the auto shut-off feature did not exist, it would have minimal impact on the product lifecycle in terms of sales and market adoption, as it’s a convenience feature rather than a core functionality. However, it does enhance user satisfaction by adding an element of safety and energy efficiency, which can be a deciding factor for eco-conscious consumers. Removing it might slightly reduce the appeal for users prioritizing smart energy-saving options but would not significantly alter the product’s overall success. |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Yes, there are multiple SKUs with variations in color and additional bundled accessories. This approach caters to different consumer preferences and provides flexibility in pricing. |

## **Product Review & Recommendation**

## Product Review

Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

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|  | **Customer Feedback** | **Product Recommendation** |
| 1 | The machine performs well but could benefit from a more consistent grinder and enhanced temperature stability. | Improve grinder consistency to ensure uniform coffee grounds. |
| 2 | Grinding is not very neat | Enhance temperature stability for optimal espresso extraction. |
| 3 | Aroma can be enhanced | Consider offering a model with additional smart features like app connectivity for remote control and recipe settings. |