Sip, Energize, Repeat

# BrewCrew

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## Motivation

In today's fast-paced world, people are constantly on the go and looking for ways to save time and effort. One of the key areas where this need for convenience is most evident is in the food and beverage industry. From fast-food chains to coffee shops, consumers are increasingly looking for quick and efficient services that can provide them with the sustenance they need to power through their day.

One emerging trend in this industry is the demand for healthy and sustainable options. As more and more people become conscious of the impact of their choices on the environment and their health, there is a growing demand for businesses that can cater to these needs. This is where BrewCrew comes in.

BrewCrew is a delivery platform that specializes in delivering a range of healthy and sustainable drinks, including vegan drinks, coffee, tea, protein shakes, and organic smoothies. Our main mission is to provide our customers with the best possible experience by delivering their favorite drinks straight to their doorstep, saving them valuable time and effort.

Our motivation behind this business is twofold. Firstly, we recognize the growing demand for convenient and efficient services that can cater to the needs of busy people. By providing a delivery platform that specializes in healthy and sustainable drinks, we can offer our customers the best of both worlds - convenience and health.

Secondly, we are committed to supporting local agriculture and the local economy. By sourcing our ingredients from local farmers and producers, we can reduce our environmental impact while supporting local businesses. This approach not only resonates with customers who are interested in supporting the local economy but also aligns with our commitment to sustainability.

BrewCrew is a business idea that is well-positioned to cater to the growing demand for healthy and sustainable drinks while providing a convenient and efficient service to busy consumers. Our commitment to supporting local agriculture and reducing our environmental impact further adds to our value proposition and sets us apart from other players in the industry. We are excited about the potential of this idea and are confident that it can make a positive impact on our customers, the environment, and the local economy.

## Business Model-Value proposition

BrewCrew is a drink delivery platform that aims to provide a unique and personalized experience for its customers in Boston city. The company's main focus is on delivering healthy and delicious drinks, including vegan drinks, coffee, tea, protein shakes, and organic smoothies. The motivation behind this business idea is the growing demand for a convenient and efficient service that can save time and provide customers with the drinks they need to start their day. BrewCrew's business model is designed to cater to the needs of Bostonians, providing them with a reliable and efficient delivery platform for their daily drinks.

One of the key features of BrewCrew's business model is the delivery platform itself, which is accessible through both mobile and website. This provides customers with a seamless user experience, making it easy for them to browse and customize their drinks. BrewCrew offers a range of customizable drink options, allowing customers to create their perfect beverage with ease.

In addition, BrewCrew's subscription model offers a unique and customized beverage plan for its customers. This service allows for a hassle-free and time-saving experience for customers, as they can set their preferences and receive their drinks without the need for constant reordering. The company's emphasis on healthy drink options and creative flavors sets it apart from other beverage delivery services. Using locally sourced and organic ingredients, BrewCrew creates unique and delicious drinks that promote healthy living and wellness.

One of BrewCrew's main promises to its customers is quick delivery times. The company aims to deliver drinks within 30 minutes of ordering, ensuring that customers receive their drinks promptly and without any delays, even during busy periods. This level of service is what sets BrewCrew apart from other beverage delivery services and makes it a go-to option for busy Bostonians.

Lastly, BrewCrew is committed to collaborating with Boston local and organic ingredients, promoting sustainability, and supporting the local community. By sourcing its ingredients from local suppliers and farmers, the company can reduce its environmental impact and support local businesses.

As a result, BrewCrew's business model is centered around providing a unique and personalized experience for its customers while promoting sustainability and supporting the local community. With its emphasis on healthy drink options, customizable subscription plans, and quick delivery times, BrewCrew is poised to become the go-to beverage delivery service for Boston city residents.

## Business Model - Key Resource

BrewCrew's success hinges on its key resources, which include a variety of ingredients for beverages, package options and operation resources for our business.

In terms of ingredients, BrewCrew sources high-quality products such as tea, coffee beans, fruits, protein powder, milk, and sugar, to create unique and healthy drink options. By prioritizing the quality of ingredients, BrewCrew ensures that its beverages not only taste great but also promote health and wellness. The different sustainable package sizes (S_M_L) are another key resource, which allows customers to select the appropriate portion size based on their needs.

BrewCrew's operational resources are also critical to its success. The company's delivery platform is accessible through both mobile and web platforms, which provides a seamless and user-friendly experience for its customers. The skilled staff at BrewCrew ensures that orders are processed efficiently, while the warehouse for storage allows the company to manage inventory and maintain a steady supply of ingredients. A reliable payment system is also essential to ensure that customers can easily pay for their orders.

Marketing and branding are also key operation resources for BrewCrew. To gain more exposure in the initial phase, our company invests in various marketing strategies to promote its brand and services, including social media campaigns, email marketing, and other forms of advertising. As we are building our subscribe model, we set up the first trial month to attract customers who are interested, they will not only get their own weekly beverage plan but also get 20% off got the first 5 orders in their first month, and the subscribe model has offered the promotion for subscribers to share the platform with friends to get referral promotion. By creating a strong brand identity, BrewCrew can differentiate itself from its competitors and build a loyal customer base.

In summary, BrewCrew's key resources include high-quality ingredients for its beverages, a variety of package options, a reliable delivery platform, skilled staff, a warehouse for storage, a reliable payment system, and effective marketing and branding strategies. These resources enable BrewCrew to deliver a unique and personalized experience to its customers while maintaining a commitment to quality, sustainability, and customer satisfaction.

## Business Model - Key Partner

BrewCrew understands the importance of building strong partnerships with key players in its supply chain. These partnerships ensure that BrewCrew can deliver high-quality products and services to its customers while maintaining its commitment to sustainability and supporting the local community.

### 1. Local Farmers

One of BrewCrew's key partners is local farmers. By working closely with local farmers, BrewCrew can source high-quality, fresh ingredients that are sustainably grown and harvested.

This partnership also supports the local economy by promoting the use of locally sourced ingredients, reducing transportation costs, and ensuring that customers receive the freshest and most delicious products.

### 2. Electronic Payment Service provider

Another important partner for BrewCrew is electronic payment service providers. BrewCrew understands that customers expect fast and secure payment options, and partnering with a reliable payment service provider helps ensure that transactions are processed smoothly on either our mobile platform or website. This partnership also allows BrewCrew to expand its reach by providing customers with convenient payment options.

### 3. Sustainable package suppliers

Sustainable package suppliers are also key partners for BrewCrew. By sourcing eco-friendly and sustainable packaging options, BrewCrew can reduce its environmental impact and promote sustainability. This partnership allows BrewCrew to align its business operations with its commitment to sustainability and environmental stewardship.

We believe these partnerships enable BrewCrew to deliver high-quality products and services while maintaining its commitment to sustainability, supporting the local economy, and providing convenient payment options to its customers. By fostering strong partnerships with key players in its supply chain, BrewCrew can continue to deliver exceptional products and services to its customers while maintaining a commitment to sustainability and community support.

## Target Audience

BrewCrew is the perfect solution for busy professionals, students, and working parents in Boston who want to maintain a healthy lifestyle but struggle to find the time to do so. We understand that the fast-paced urban life can be stressful and often leads to compromising on healthy food choices. That's why BrewCrew offers a subscription-based delivery service for beverages that are perfect for people who are always on the go. Our target audience can be defined as following:

### 1. Demographic

Our target audience includes residents of Boston who are health-conscious and fitness enthusiasts. They are individuals who prioritize their physical and mental well-being and value a healthy lifestyle. They are also busy professionals, students, and working parents who are always on the move.

### 2. Lifestyle

People who choose BrewCrew value convenience and time-saving options. They understand the importance of maintaining a healthy lifestyle, both physically and mentally, and are interested in

finding ways to incorporate healthy habits into their busy lives. They are always on-the-go and have a fast-paced lifestyle, making it difficult to find time to prepare healthy meals. They prefer customized beverage plans and are interested in trying new and healthy beverage options. They are also environmentally conscious and prefer vegan products.

**3. Behavioral**

Our target audience consists of regular consumers of energizing beverages who are interested in subscription-based services and value premium delivery services. They prefer to avoid the hassle of buying drinks from a store and are frequent consumers of online stores that offer home delivery. They value convenience and the ability to adjust delivery times to fit their schedules. They are also interested in sustainability and vegan options, making BrewCrew the perfect choice for their needs.

In summary, BrewCrew's target audience consists of health-conscious individuals in Boston who prioritize their physical and mental well-being but struggle to find the time for healthy food choices. They are always on-the-go and value convenience, customization options, and premium delivery services. They are also interested in sustainability and vegan options, making BrewCrew the perfect choice for their needs.

## SWOT Analysis

BrewCrew has a unique set of strengths, weaknesses, opportunities, and threats that impact its success in the market. In this section, we will analyze each one of them.

Starting with the Strengths, BrewCrew's unique products and subscription-based model provide a reliable and consistent revenue stream while also ensuring customer loyalty. Moreover, BrewCrew offers a variety of healthy and energizing drinks that are not widely available in traditional coffee shops or convenience stores. Furthermore, their membership program provides customers with the convenience of having their drinks delivered to their preferred location and on their preferred schedule.

Moving into the Weakness, BrewCrew's limited geographic reach means that the company has a smaller customer base compared to other competitors in the industry who operate in multiple regions. This lack of coverage may limit the company's growth potential as it has restricted access to a broader market. Additionally, BrewCrew's subscription-based model depends on customers' willingness to commit to regular deliveries of their favorite beverages, which can be a challenge in a market where consumers have many options to choose from. In this way, if customers are not interested in subscribing to BrewCrew's delivery service, it could lead to a decrease in revenue and ultimately affect the company's growth. In this way, our company needs to find ways to address these weaknesses, such as developing new marketing strategies to attract new customers or expanding its delivery services to other regions, to sustain its growth trajectory.

In terms of the Opportunities, our company can expand its operations to new markets beyond Boston. By expanding geographically, BrewCrew could potentially reach a larger customer base and increase its revenue streams. Additionally, diversifying its product offerings to include healthy snacks or food options could help BrewCrew to appeal to a wider range of customers and further differentiate itself from its competitors. Another opportunity is partnering with local gyms or fitness studios. This could also be an effective way for BrewCrew to reach more health-conscious consumers. By offering discounts or promotions to members of these establishments, BrewCrew could potentially tap into a new customer base that is already interested in health and fitness. Such partnerships would also enable BrewCrew to build its brand by associating itself with the health and fitness industry.

Additionally, BrewCrew can expand its product offerings to include other healthy beverages that are in high demand among its target market. For example, if there is a growing demand for tea or other non-coffee-based beverages, BrewCrew could introduce new products that cater to these preferences.

Finally, in terms of the Threats, BrewCrew faces several threats that could potentially impact the business. In the first place, an economic downturn is a significant concern, because a decline in consumer spending could also reduce the demand for premium, subscription-based services like BrewCrew. Moreover, another threat would be changes in food and beverage regulations, as they could impact their ability to offer certain products or services, which could limit their market potential. Finally, BrewCrew faces intense competition from established players in the industry, as well as new entrants looking to capture a share of the healthy beverage and snack market. In this way, our company will need to carefully monitor these threats and be prepared to adapt their business strategy accordingly.

## Porter's Five Forces

### 1. Bargaining Power of Buyers (High)

Our customers, including professionals, students, and health-conscious individuals, have diverse preferences and high expectations. They seek value, affordability, and convenience in our subscription-based delivery, customization, and flexibility. It's essential to cater to their needs and stay competitive. In addition to seeking value, affordability, and convenience, customers have the power to negotiate prices and terms due to the abundance of beverage options available. To remain competitive, companies must continually assess and meet customer needs and preferences. Therefore, companies must focus on building a strong brand image and providing exceptional customer service to retain customers and attract new ones.

### 2. New Entrants (Medium)

We face competition from chain stores, cafes, and local beverage shops. With low switching costs, our unique offerings, delivery service partnerships, and strong online presence are crucial to stand out and thrive in this industry. While the beverage industry can be attractive to new entrants due to the low barriers to entry, competition can be fierce. To succeed, new entrants must have a unique value proposition, strong distribution channels, and efficient operations. Additionally, established companies may have economies of scale and other advantages that make it difficult for new entrants to compete on price.

### 3. Rivalry in the Industry (High)

The market is highly competitive, with numerous players vying for customers. We need to stay ahead by offering innovative plant-based and functional beverages, collaborating with delivery services, and engaging customers through social media. The beverage industry is highly competitive, with many players competing for market share. Companies must differentiate themselves through their offerings, branding, and customer experience to stand out in the market. This can include introducing new flavors or product lines, collaborating with other companies to expand distribution channels, and investing in marketing and advertising to build brand awareness.

### 4. Bargaining Power of Suppliers (Medium)

BrewCrew relies on local farmers for coffee beans, tea leaves, and protein powders. Maintaining good relationships and reducing dependency on any single supplier are vital to prevent cost increases due to monopolistic supplier power. Suppliers of raw materials such as coffee beans, tea leaves, and flavorings can have some bargaining power. Companies must maintain positive relationships with suppliers and develop backup plans to prevent supply chain disruptions. In addition to maintaining positive relationships with suppliers, companies can also consider vertical integration to reduce dependence on external suppliers. This can involve acquiring farms or other businesses that produce raw materials or investing in research and development to find alternative sources of ingredients.

### 5. Substitutes (Medium)

Our customers have options like grocery store beverages and home-brewed drinks. To set ourselves apart, we focus on delivering high-quality, artisanal beverages that are difficult to make at home or find in local stores, offering a unique experience they can't get elsewhere. The availability of substitutes, such as home-brewed beverages and store-bought options, can impact the demand for specialty beverages. Companies can mitigate this threat by offering unique and high-quality products that cannot be easily replicated.

## Operations flow

### 1. Marketing & Acquisition

Our goal is to showcase BrewCrew as the go-to beverage delivery service for busy urban dwellers. We'll leverage social media, targeted ads, and local events to create buzz and attract new customers. Moreover, to effectively market and acquire new customers, BrewCrew will need to create a strong brand identity that resonates with its target market. This will involve developing a clear value proposition that communicates the benefits of its subscription-based delivery service, such as convenience, affordability, and quality. Our company will also need to leverage various marketing channels, including social media, targeted ads, and local events, to build awareness and attract new customers.

## 2. Subscription & Order Handling

With a seamless, user-friendly platform, customers can easily manage subscriptions and place orders. We'll offer customizable options and flexibility to suit their unique preferences and schedules. BrewCrew's subscription and order handling process will need to be user-friendly and flexible to accommodate the diverse preferences and schedules of its customers. This will involve developing a seamless online platform that allows customers to easily manage their subscriptions and place orders for their favorite beverages. BrewCrew may also offer customization options, such as the ability to select specific types of beverages or adjust the frequency of deliveries, to further enhance the customer experience.

## 3. Product Preparation

Quality is our top priority. We'll craft our beverages with fresh ingredients, ensuring a delightful and energizing experience with every sip. In this way, to ensure high-quality beverages, BrewCrew will need to use fresh, premium ingredients and maintain rigorous quality control standards. Our company may also invest in advanced brewing equipment and techniques to differentiate its offerings and further enhance the customer experience.

## 4. Packaging & Delivery Coordination

BrewCrew takes pride in delivering products safely and on time. We'll efficiently package and schedule deliveries to accommodate our customers' needs and preferences. Efficient packaging and delivery coordination will be critical to ensuring that BrewCrew's products arrive safely and on time. This will involve developing efficient packaging and delivery systems, as well as working with logistics partners to optimize delivery routes and schedules.

## 5. Order Delivery

Our dedicated team will transport products with care, ensuring a positive experience from order to delivery. We'll confirm deliveries with customers to ensure satisfaction and address any concerns. Our company's dedicated delivery team will need to be trained to handle products with care and professionalism, ensuring a positive experience for customers from order to delivery. This may involve implementing tracking systems that allow customers to monitor their deliveries in real-time and providing confirmation of delivery to ensure customer satisfaction.

**6. Customer Support & Improvement**

BrewCrew is committed to providing exceptional customer support. We'll actively address inquiries, resolve issues, and continuously enhance our service based on valuable customer feedback. Together, we'll make BrewCrew the premier choice for urban beverage enthusiasts! In this way, providing exceptional customer support will be essential to maintaining customer loyalty and driving word-of-mouth referrals. BrewCrew will need to actively address customer inquiries and concerns, as well as continuously seek feedback to identify areas for improvement and enhance its service offering over time. By listening to our customers and responding to their needs, BrewCrew can build a strong brand and differentiate itself from competitors in the market.

## Data flow

**1.  Customer Data Collection**

We place great importance on understanding our customers. During sign-up, subscription selection, and order placement, we collect valuable information securely, helping us cater to their preferences. In addition to collecting basic information like name and email, we may also collect data on customer demographics, lifestyle, and preferences. This information helps us tailor our products and services to specific customer segments, improving customer satisfaction and loyalty. We may also collect data on customer behavior on our website or app, including which pages they visit, how long they spend on each page, and what actions they take. This information helps us optimize our digital experience and improve our website or app's usability.

**2. Order and Transaction Data**

With every transaction, we gather data on customer orders, payments, product preferences, pricing, and promotions, ensuring we have the necessary insights to meet their expectations. In this way, by analyzing order and transaction data, we can identify popular products, peak ordering times, and pricing strategies that work best. We can also use this data to personalize promotions and recommend products based on previous purchase history. We may analyze transaction data to identify fraud patterns, monitor chargeback rates, and minimize financial risk. Additionally, we may use this data to track customer retention and identify opportunities for upselling or cross-selling.

**3. Inventory and Product Data**

To provide the best experience, we actively monitor inventory levels, raw materials, and product performance. This enables us to maintain optimal stock levels and refine our offerings. We closely monitor inventory and product data to ensure that we have enough stock to meet demand while minimizing waste. We also use this data to identify which products are selling well and which may need to be adjusted or phased out. We use historical inventory data to forecast demand and make

informed decisions about stock levels and purchasing. We also monitor product performance by analyzing sales trends, customer feedback, and reviews to ensure that our product offerings are meeting customer needs.

### 4. Delivery and Scheduling Data
Our efficient delivery system collects data on delivery times, locations, and customer preferences, optimizing delivery routes and ensuring timely service. In addition to optimizing delivery routes and times, we may also use delivery and scheduling data to personalize delivery options based on customer preferences. For example, customers may be able to select a preferred delivery time or location. We may use delivery data to identify areas where we can improve our delivery times, such as by adjusting delivery routes or expanding our delivery network. We may also analyze scheduling data to optimize our staffing levels and ensure that we have enough resources to meet demand during peak periods.

### 5. Customer Feedback and Reviews
Your voice matters! We gather customer feedback and reviews to identify trends, preferences, and areas for improvement, making BrewCrew even better with every interaction. We take customer feedback and reviews seriously, using them to identify areas where we can improve our products, services, and overall customer experience. We may also use this data to train our staff and improve our marketing and advertising strategies. Moreover, we can analyze customer feedback and reviews to identify areas for product or service improvement, as well as to generate insights into customer preferences and behavior. Additionally, we may use this data to develop customer loyalty programs, personalized marketing campaigns, and other initiatives aimed at improving customer retention and engagement.

## Information Products

### 1. Customization of Products
Brew Crew offers a wide variety of beverage customization options to satisfy the unique tastes of every customer. Customers can choose from popular drink options such as tea, coffee, juice, smoothies, and energy drinks. Additionally, they can further personalize their drink by selecting from a range of flavors, including caramel, blueberry, and chocolate. Customers can also choose the strength of their drink, whether they prefer a strong, medium, or light brew. To cater to individual dietary preferences, Brew Crew offers a selection of sweeteners and milk alternatives such as almond, soy, and oat milk. With these customizable options, customers can enjoy their favorite drinks tailored to their unique taste buds.

### 2. Product Information

Product information plays a critical role in helping consumers make informed decisions about the products they purchase and consume. It includes details about the ingredients used in each product, nutritional value, potential allergens, and dietary restrictions.

Ingredients information provides a detailed list of all the components used to make a product. This information is especially important for those with food allergies or dietary restrictions. Nutritional value information provides an overview of the nutrient content of a product, including the number of calories, fat, protein, and carbohydrates per serving. Potential allergens information highlights specific ingredients that can trigger an allergic reaction, such as peanuts, shellfish, or dairy. Dietary restrictions information helps consumers identify whether a product contains animal products or gluten and helps consumers choose products that align with their dietary needs, preferences, and health goals.

In conclusion, having access to product information is crucial for consumers to make informed decisions. By providing information about ingredients, nutritional value, potential allergens, and dietary restrictions, consumers can make choices that align with their dietary needs and preferences. This information empowers consumers to make healthier and safer choices when selecting products.

### 3. User-Generated Content
User-generated content (UGC) is a valuable source of information for consumers who are looking for authentic, real-world opinions about products. In the context of Brew Crew, UGC is an information product that allows users to share pictures and videos of their drinks, recommend any drink they want, and suggest a recipe.

This UGC can provide valuable insights and opinions to other users who may be considering trying a new product. By sharing pictures and videos of their drinks and what they liked about them, users can showcase the quality and taste of the products they have tried. They can also recommend any drink they want, based on their own personal preferences and experiences, helping others discover new products and flavors. Additionally, users can suggest a recipe, sharing their own unique creations and inspiring others to try new combinations and flavors.

### 4. Subscriptions
The subscription information product available in Brew Crew provides users with a convenient and cost-effective way to enjoy their favorite coffee and beverage products on a regular basis. This subscription service offers a range of options, including the frequency of delivery, number of drinks per day, and cost plans.

Users can choose the frequency of delivery that suits their needs, ranging from weekly, bi-weekly, daily, twice a day, and more. This allows users to customize their subscription to fit their specific

schedule and consumption habits. Users can also choose the number of drinks per day they want to receive, ensuring that they have a steady supply of their favorite beverages.

In terms of cost plans, the subscription service offers a range of options to fit different budgets and preferences. Users can choose from different packages that vary in price and offer different benefits, such as discounts on products, free shipping, or access to exclusive products.

## 5. Rewards and Promotions

The rewards and promotions information product available in BrewCrew is designed to incentivize users to engage with the brand, make purchases, and refer others to the platform. This information product offers a range of options, including loyalty cards, discounts, special/festival promotions, referral bonuses, free samples, and discounts on first few orders.

The loyalty card program encourages users to make repeat purchases by offering rewards for their loyalty. These rewards can include discounts, free products, or exclusive access to promotions and events. Additionally, discounts are offered to users on various products, encouraging them to make purchases and try new products.

Special and festival promotions are offered on a regular basis, providing users with exclusive discounts and offers during specific times of the year. Referral bonuses are also available, incentivizing users to refer others to the platform and earn rewards for doing so.

Free samples are provided to users, allowing them to try new products without committing to a purchase. This helps to build trust and credibility with the brand, while also encouraging users to make purchases in the future. Finally, discounts on first few orders are offered to new users, providing them with a cost-effective way to try the platform and make their first purchases.

## 6. Billing Payment

The billing payment information product in Brew Crew provides users with a range of options for managing their payments for the products and services they use. This information product contains several key data elements, including pre-paid or post-paid payment options, pay-as-you-use options, payment methods, and tax/additional charges information.

Users can choose to pay in advance or after using the products or services they purchase. They can also choose to pay only for what they use with pay-as-you-use options. Payment methods available include credit cards, debit cards, and online payment systems such as PayPal.

The tax and additional charges information is provided to users, ensuring transparency in the payment system. By providing these options and data elements, users can choose the most convenient and secure payment method that fits their needs.

## 7. Customer Service

The contact information product available in BrewCrew is an essential tool for users to connect with the company's customer service team. This information product contains key data elements, including the various methods by which customers can contact the company, such as social media, email, phone number, and other channels.

Customers can connect with the company through social media platforms like Facebook, Twitter, and Instagram. This provides a convenient way for customers to ask questions and get help with their orders and allows the company to provide timely and efficient customer support.

Another way for customers to connect with the company is through email. Users can send an email to the company's customer support team with their queries or concerns and expect a prompt response.

Phone numbers are also provided for customers who prefer to speak with a representative directly. This ensures that users have access to real-time assistance and support and can get their questions answered immediately.

By providing multiple channels for customer communication, BrewCrew ensures that users can choose the method that is most convenient and effective for them. The company's commitment to providing excellent customer service is evident in the contact information product they offer, and this ensures that users feel valued and supported throughout their customer journey.

## 8. Drink Recommendation

The drink recommendation information product available in BrewCrew is an innovative feature that helps users discover new and exciting drinks based on their past purchases and other customers with a similar profile. This information product is designed to enhance the user experience by providing personalized recommendations that align with their preferences and tastes.

The drink recommendation feature uses machine learning algorithms to analyze user data and generate recommendations based on their past purchases. This means that users are presented with drinks that are more likely to appeal to their individual tastes and preferences.

In addition to analyzing individual purchase history, the recommendation engine also draws on data from other customers with similar profiles. This allows users to discover new drinks that are popular among other users with similar tastes and preferences, further enhancing the user experience.

By providing personalized and relevant drink recommendations, BrewCrew enhances the user experience and helps users discover new and exciting drinks they might not have otherwise tried. This information product is a powerful tool that can help increase customer engagement, loyalty, and satisfaction, and showcases the company's commitment to providing innovative and personalized services to its users.

## 9. Delivery Information

The Delivery Details information product available in BrewCrew provides users with essential information about their order deliveries. This information product contains three key data elements, including the estimated delivery time, the shipping carrier used, and tracking information.

The estimated delivery time provided by BrewCrew gives users an idea of when they can expect their order to arrive. This information is valuable to users, as it helps them plan their schedule and make arrangements to receive their order.

The shipping carrier used is another important data element provided by BrewCrew. Knowing which shipping carrier is used allows users to track their order and stay updated on its status. This is particularly helpful in cases where there are delays or issues with the delivery.

The tracking information provided by BrewCrew is the final key data element in this information product. Tracking information provides users with real-time updates on the location and status of their order, giving them peace of mind and enabling them to plan accordingly.

By providing users with accurate and timely delivery details, BrewCrew enhances the user experience and ensures that users have a smooth and hassle-free delivery experience. The company's commitment to providing this information product showcases its dedication to customer service and satisfaction.

## 10. Future Collaboration and Partnership

The Brand Collaboration and Partnership information product available in BrewCrew showcases the company's collaborations with other brands in the beverage industry. This information product highlights partnerships related to drinks or other products and is designed to showcase the company's commitment to innovation and partnership. By partnering with other brands, BrewCrew can bring new and exciting products to its customers, enhancing the user experience and showcasing the company's dedication to providing high-quality and unique offerings. This information product demonstrates the company's collaborative spirit and its ability to create new and exciting products through strategic partnerships.

## Mock Website



Home page contains the following.

### About the Company

BrewCrew's Home Page features an "About the Company" section, which provides users with a brief overview of the company's history, mission, and values. This section highlights the company's commitment to providing high-quality, customizable drinks and its dedication to using the freshest ingredients and the latest technology to create the perfect beverage. By showcasing its unique selling propositions, BrewCrew helps users understand why its offerings stand out in a crowded market and how it is committed to delivering the best possible customer experience.

### Steps to Customize the Drink

Another key element on BrewCrew's Home Page is the "Steps to Customize the Drink" section. This feature provides users with a step-by-step guide to creating the perfect drink, starting with choosing the base beverage and selecting the flavors and ingredients that suit their taste

preferences. By offering a detailed breakdown of the customization process, BrewCrew makes it easy for users to create drinks that match their exact preferences, allowing them to enjoy a truly personalized beverage experience.

## Information regarding the Chefs and Baristas

BrewCrew's Home Page also provides users with information about the chefs and baristas responsible for creating the company's unique and delicious drinks. This section highlights the expertise and experience of BrewCrew's culinary team and showcases their commitment to using only the freshest and highest-quality ingredients. By highlighting the team responsible for creating the drinks, BrewCrew helps users understand the care and attention that goes into each beverage and underscores the company's dedication to quality and customer satisfaction. This information helps build trust and confidence in the brand and its products and can help to establish a loyal customer base over time.



**Customization and Subscription page**

This page contains information about different products and customizations available in BrewCrew along with the subscription options available. The Customization and Subscription page on BrewCrew's website is where users can fully customize their drink preferences and choose the subscription plan that suits their needs. This page provides users with a comprehensive set of options to customize their drinks, including selecting a base drink, adding flavors, choosing sweeteners, and selecting additional ingredients such as fruits and syrups. Users can also choose the size and quantity of their drink, as well as the frequency of their subscription deliveries.

In addition to customizing their drinks, users can choose from a range of subscription plans to suit their needs, including weekly, bi-weekly, monthly, or custom plans. The page will also display the cost of each subscription plan and the benefits of each, such as free delivery or discounted rates for loyal customers.

Moreover, the page will offer a preview of the final product, allowing users to see a visual representation of their customized drink before placing the order. This feature helps to ensure that the final product meets the user's exact specifications and eliminates any potential confusion or mistakes in the customization process.

**Menu Page**

# DRINKS

This is a section of your menu. Give your section a brief description

| Coffee | Tea | Matcha Tea |
|--------|-----|------------|
| $9 | $9 | $9 |
| …………………………… | …………………………… | …………………………… |

| Herbal Tea | CAPPUCCINO | LATTE |
|------------|------------|-------|
| $9 | $9 | $9 |
| …………………………… | …………………………… | …………………………… |

| MOCHA | ★ Espresso | Chai Tea |
|-------|-----------|----------|
| $9 | $9 | $9 |
| …………………………… | …………………………… | …………………………… |

The Menu page on BrewCrew's website is where users can browse and select from a wide range of pre-made drinks. The page provides a detailed list of all the available drinks, including coffee, tea, smoothies, juices, and other beverages. It also has the customized drink that you have created that can be added to the cart.

Link to the website

## Entity Relationship Diagram

The ERD for BrewCrew's product and data flow provides a comprehensive overview of the company's operations. At the heart of the ERD is the "Subscription" entity, which represents the different subscription plans that customers can sign up for on the BrewCrew website. These plans determine the type of products customers can order and the frequency of delivery.

The "Customer's" entity is linked to the "Subscription" entity, as each customer is associated with a particular subscription plan. The "Payment Details" entity stores information about the payment methods used by customers, including credit card information and billing addresses. This entity is linked to both the "Subscription" and "Transactions" entities, as payment details are required to process subscription fees and individual transactions.

Regarding the "Transactions" entity, it records each individual purchase made by customers, including the products ordered and the delivery address. This entity is linked to the "Customers," "Products," and "Promotions" entities, as each transaction is associated with a specific customer, product, and promotion.

Moreover, the "Products" entity contains information about the various beverages offered by BrewCrew, including the name, description, and price of each product. This entity is linked to the "Transactions" and "Raw Material" entities, as each transaction involves the sale of one or more products, and the production of these products requires raw materials.

In terms of the "Promotions" entity, it contains information about the various promotions and discounts offered by BrewCrew, including the name, description, and discount amount of each promotion. This entity is linked to the "Transactions" entity, as each transaction may involve the use of a specific promotion.

Moving into the "Employees" entity, it contains information about the employees of BrewCrew, including their name, role, and contact information. This entity is linked to the "Equipments" entity, as each employee may be associated with a specific equipment.

The "Equipments" entity contains information about the various equipment used by BrewCrew, including the name, description, and location of each equipment. This entity is linked to the "Employees" entity, as each equipment may be associated with a specific employee.

Finally, the "Raw Material" entity contains information about the various raw materials used in the production of BrewCrew's beverages, including the name, description, and quantity of each material. This entity is linked to the "Products" entity, as each product is made using a specific combination of raw materials.

Overall, the ERD provides a clear and organized representation of BrewCrew's operations, from the subscription plans offered to the products and raw materials used in production. The various entities and their relationships illustrate the interconnectedness of the different aspects of the company and demonstrate how customer data flows through the system to facilitate product sales and delivery.



Information Products and Data Elements for BrewCrew
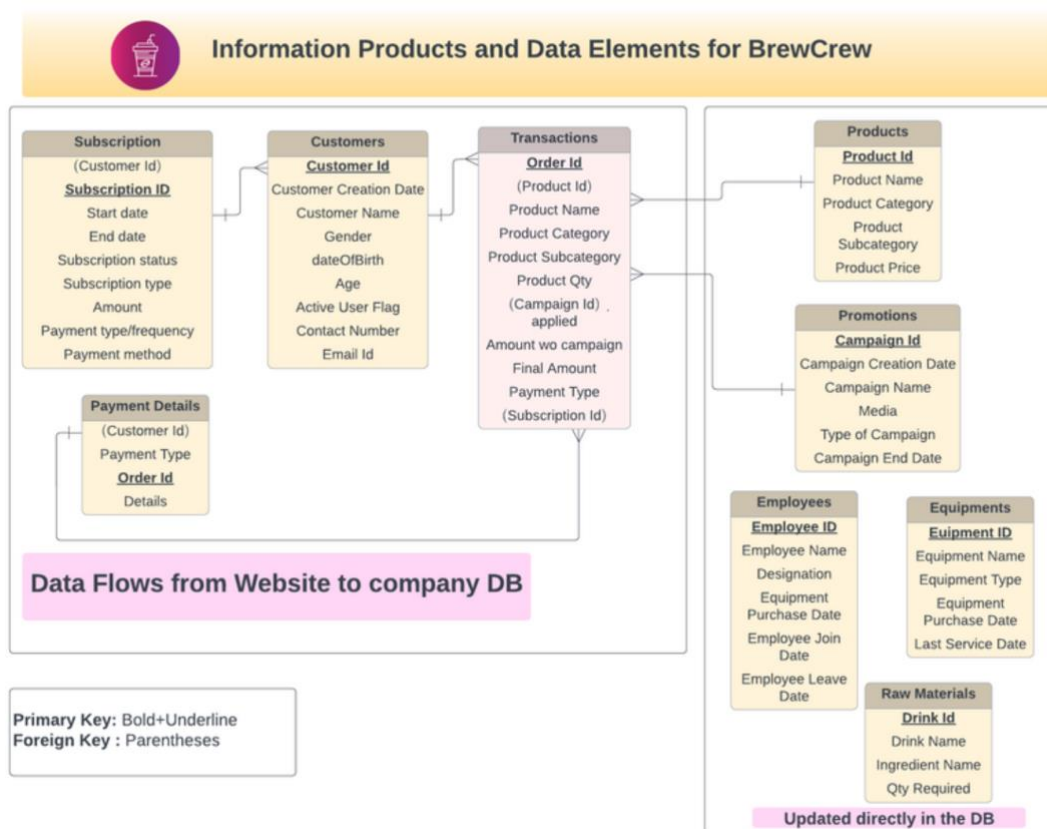
## Data Validation Rules for Data Quality

Validating data is an essential step to ensure the accuracy and quality of information entered any system. For instance, BrewCrew can implement data validation rules to enhance the effectiveness

of their operations. These rules include setting up required fields, data formats, and range or limit checks. By setting up required fields such as customer name, delivery address, and payment information, BrewCrew can ensure that important details are not missed during data entry. Similarly, using data formats to only accept valid email addresses, phone numbers, or credit card numbers can reduce the chances of errors and inconsistencies. Furthermore, implementing range or limit checks, such as accepting delivery addresses within a certain geographical range or subscription orders within a specific price range, can ensure that the data entered is accurate and consistent. Overall, data validation is an important process for BrewCrew to improve data integrity and enhance the efficiency of their system.

1. Required Fields:
In terms of data quality, setting up rules for required fields is an essential step. These rules help ensure that important information is not left out, and that data entered the system is complete and accurate. In a system like BrewCrew, required fields could include customer name, contact information, payment details, and delivery address. By setting these fields as mandatory, the system can prevent incomplete or inaccurate data from being entered, which can cause issues down the line. For example, if a customer's contact information is missing or incorrect, it may be impossible to reach them to confirm their order or provide updates on delivery. Additionally, if payment information is missing, the order may not be able to be processed, causing delays, and potentially losing the customer's business. Therefore, by setting up rules for required fields, BrewCrew can ensure that the data entered its system is accurate, complete, and ready to be used for order processing and delivery.

2. Data Formats:
Data formats refer to the specific structure or pattern that data must follow to be accepted by the system. This type of data validation rule is designed to ensure that the data entered a system is in the correct format and meets the required standards. For instance, the system can be programmed to only accept certain types of data such as dates, times, social security numbers, or even currency values. Additionally, the system can be set up to detect any inconsistencies or errors in the data entered, such as missing or extra characters, or incorrect data types. By enforcing specific data formats, the system can improve the accuracy and consistency of the data entered the system, which is critical for any business or organization to operate efficiently and effectively. The use of this type of data validation rule is especially important for systems that handle sensitive data such as credit card information or personal identification numbers, where even a minor error or inconsistency can have significant consequences.

3. Range or Limit Checks:
Range or limit checks are an essential aspect of data validation that ensure data entered the system falls within a specific range or limit. This type of validation can be useful in various scenarios, such as ensuring that subscription orders fall within a particular price range, or that delivery addresses are within a certain geographical location. By setting up range or limit checks,

organizations can improve data quality, minimize errors and inconsistencies, and ultimately enhance the effectiveness of the system. It is worth noting that this type of validation typically involves a combination of system and business checks to ensure that data entered meets the required criteria. For instance, a business check might be required to ensure that a delivery address falls within a particular geographical range, while a system check might be necessary to verify that a subscription order falls within the specified price range. Overall, range or limit checks are an effective means of validating data and ensuring the accuracy and consistency of information within a system.

## Data Analysis and Insights

The first step in this analysis was to explore the demographics data of Boston to gain insights into the market situation and identify the right set of customers for the company. The data was initially analyzed using SQL to extract key variables of interest, including age distribution, number of colleges, population density, and the presence of beverage shops in each locality.

The SQL analysis was followed by data visualization using Tableau, which allowed for a more comprehensive and interactive exploration of the data. The resulting dashboard provided insights into the demographic factors that are most relevant to the company's marketing strategy, including the age distribution and population density by locality, as well as the number of colleges and beverage shops in each area.

This dashboard presents an exploratory analysis of the demographics data of Boston, with the aim of understanding the market situation in the city. The dashboard provides several key insights into the local population, including the age distribution and population density by locality. It also provides information on the number of colleges and the presence of beverage shops in each locality, which could be useful for businesses looking to target specific areas of the city. Overall, this dashboard is a valuable tool for gaining a deeper understanding of the demographics and market potential of Boston.

## SQL Analysis

```
DataFrame SQL ▾    Saved to variable  df  ▾                                    ⓘ Learn more

select Area, avg(perc) as avg_perc
from
df_age
where Area not in ('Massachusetts','United States','Boston')
and
Age_group in (' 18 - 19 years ',' 20 - 34 years ',' 20 - 34 years ')
group by Area
order by avg(perc) desc
limit 3
                                                                    ⤳ Visualize
```

| | Area object ⌄ | avg_perc float64 ⌄ |
|---|---|---|
| 0 | Longwood | 0.483 |
| 1 | Allston | 0.3995 |
| 2 | Fenway | 0.397 |

The above query provides the top 3 areas for our target age group that is.
- 18-19 years
- 20-34 years

This age group is taken as the target age group since it consists of a young population who will be more inclined towards fitness and health. This age group will also be busy with education and jobs due to which they would expect their drink to be delivered on time regularly to match their work routines.

```sql
select Area, avg(perc) as avg_perc
from
df_age
where Area not in ('Massachusetts','United States','Boston')
and
Age_group in (' 18 - 19 years  ',' 20 - 34 years  ',' 20 - 34 years  ')
group by Area
order by avg(perc)
limit 3
```

| | Area object | avg_perc float64 |
|---|---|---|
| 0 | West Roxbury | 0.0955 |
| 1 | Hyde Park | 0.11349999999999 999 |
| 2 | Roslindale | 0.11399999999999 999 |

This query gives you the locations that have the lowest population for the target age group. This lets us understand the areas that could be avoided for the initial onboarding of customers.

```sql
select Area,per_capita_income
from
df_income
where Area not in ('Massachusetts','United States','Boston')
group by Area, per_capita_income
order by per_capita_income desc
limit 3
```

| | Area object | per_capita_inco... |
|---|---|---|
| 0 | South Boston Waterfront | 129651 |
| 1 | Back Bay | 110677 |
| 2 | Beacon Hill | 100005 |

This query provides the top three locations in Boston with highest per capita income. This way we understand that these are the locations that might also be willing to spend on something new.

## Tableau Analysis

**View 1**



This view consists of the following graphs.

**Visualization - 1**

Based on the *Location and Age group* this tree table changes

**Example**

Allston accounts for the highest population for the age group 20-34 followed by Northend and Fenway

West Roxbury accounts to the lowest population for the age group 20-34

Location Wise Age Group Distribution

## Visualization - 2
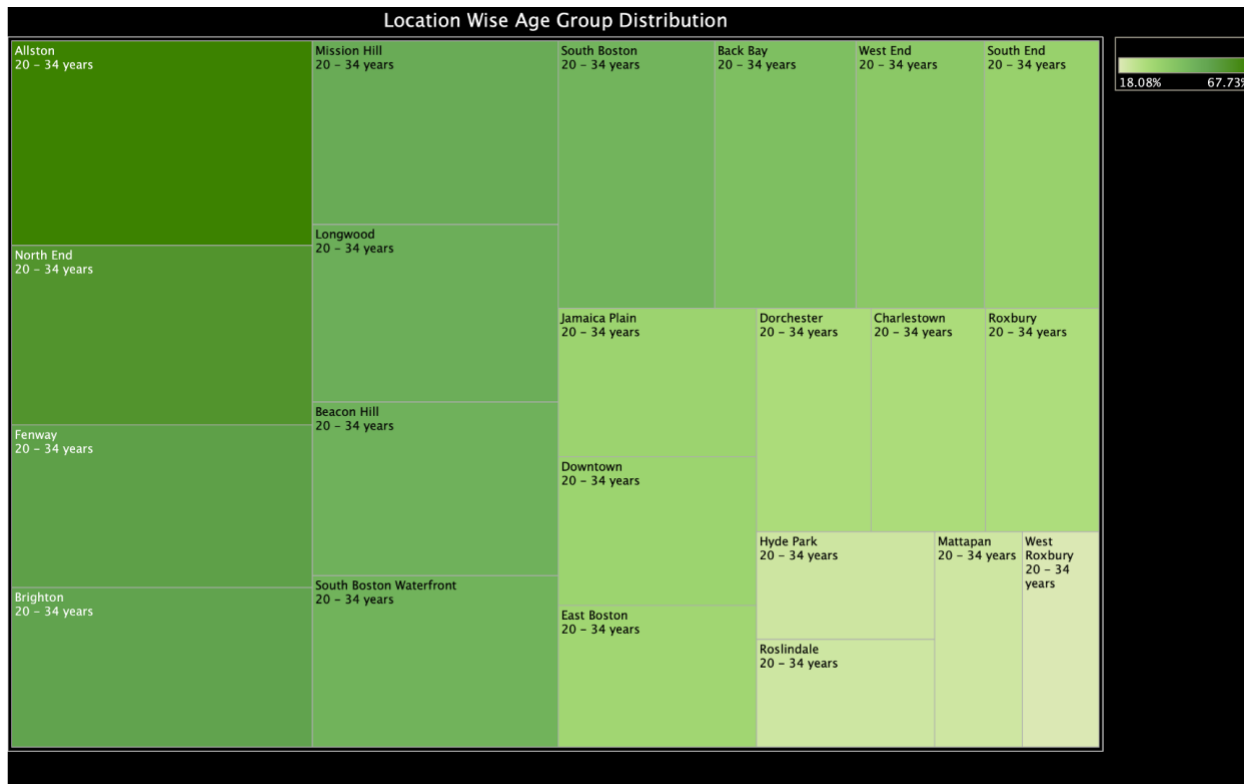


Location Wise Population
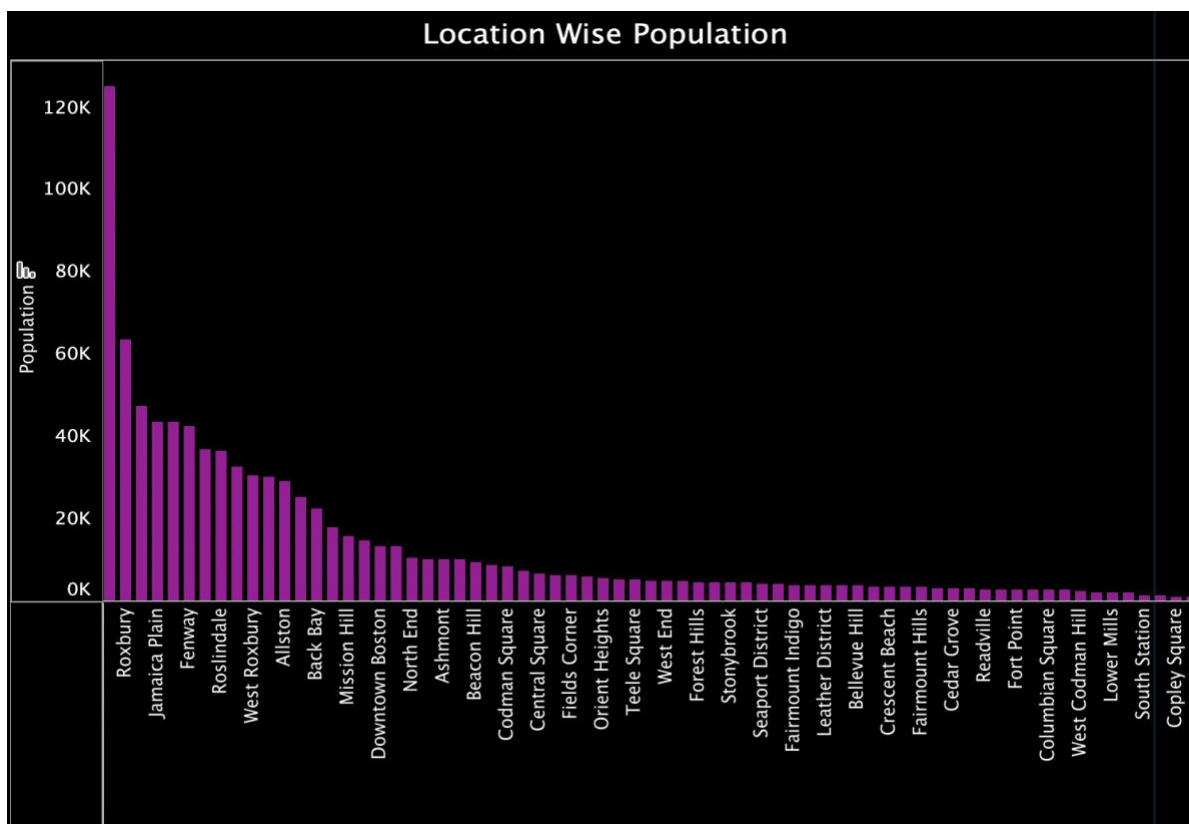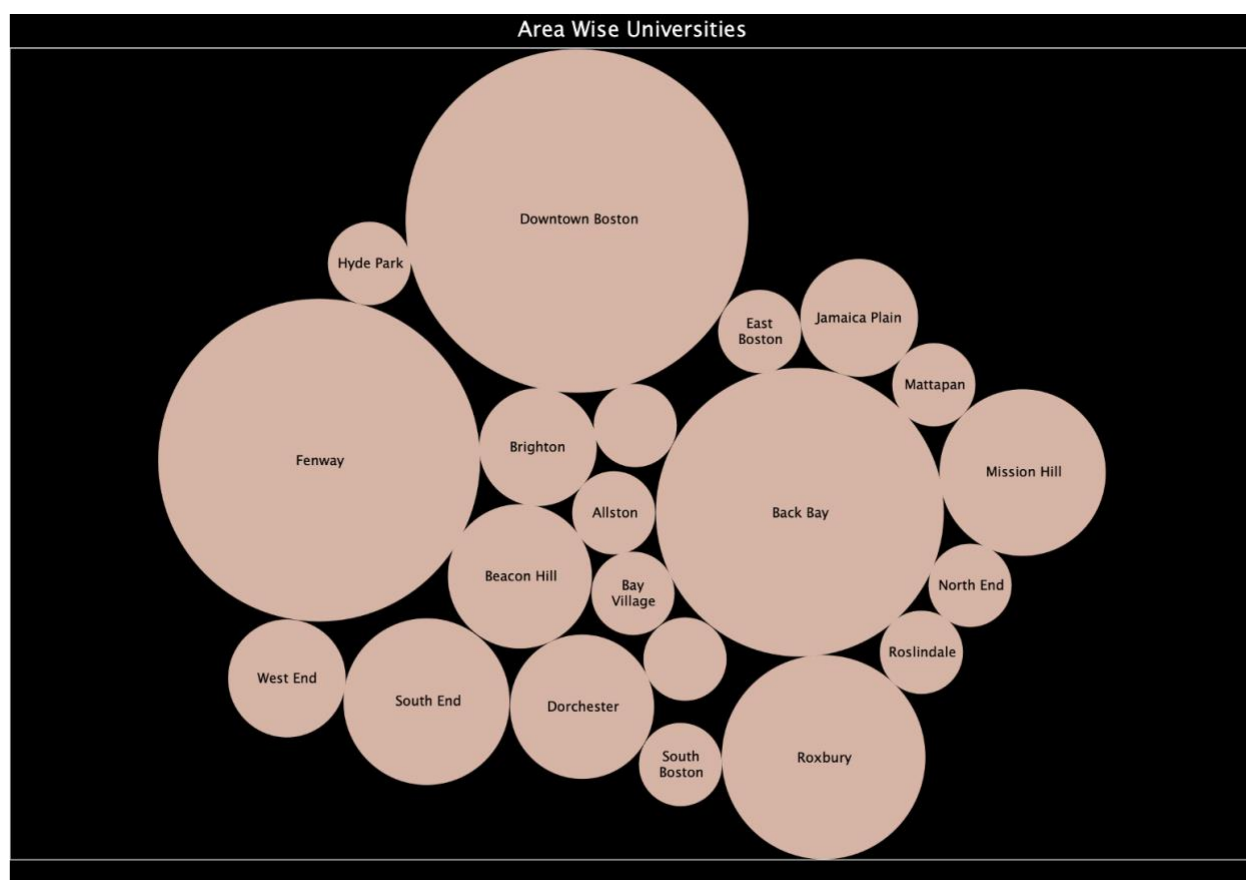
Dorchester, Roxbury, and Brighton account for the top three highest populated locations in Boston. This would give us an idea about the population information and where to place the business to onboard more customers.

## Visualization - 3


Area Wise Universities

This graph consists of the number of universities across different locations. The location that has a bigger bubble size indicates that there are more colleges in those locations. From this graph we see that Downtown Boston, Fenway and Backbay consists of a greater number of colleges and universities. Placing the company in these localities could be more advantageous. This graph changes based on the location filter.

## Visualization - 4

Area Wise Beverage Shops in Boston
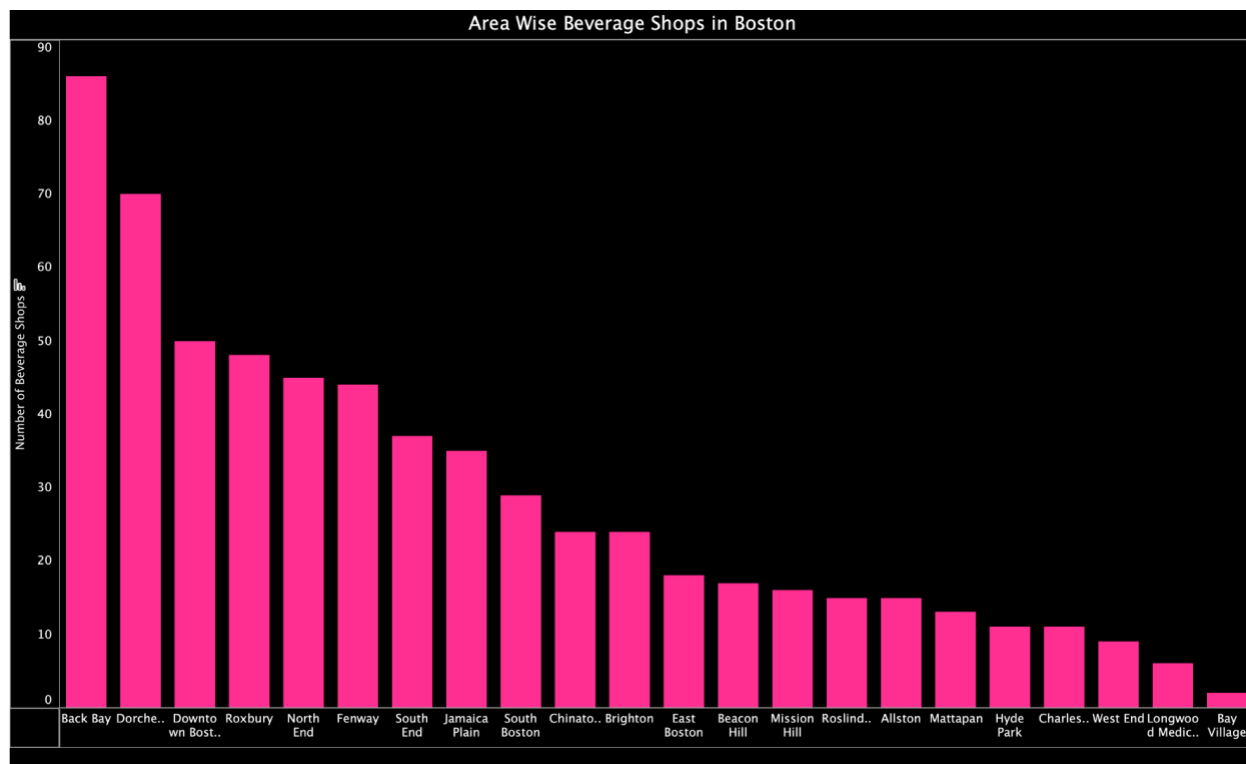
This graph consists of the number of beverage shops in each locality in Boston. We can see that Backbay, Dorchester and Downtown account for the greatest number of beverage shops and cafes. This graph changes based on Location Filter. This helps us understand the localities with maximum competition and place the company logistics accordingly.

**View - 2**

This view consists of three visualizations.

## Visualization - 1
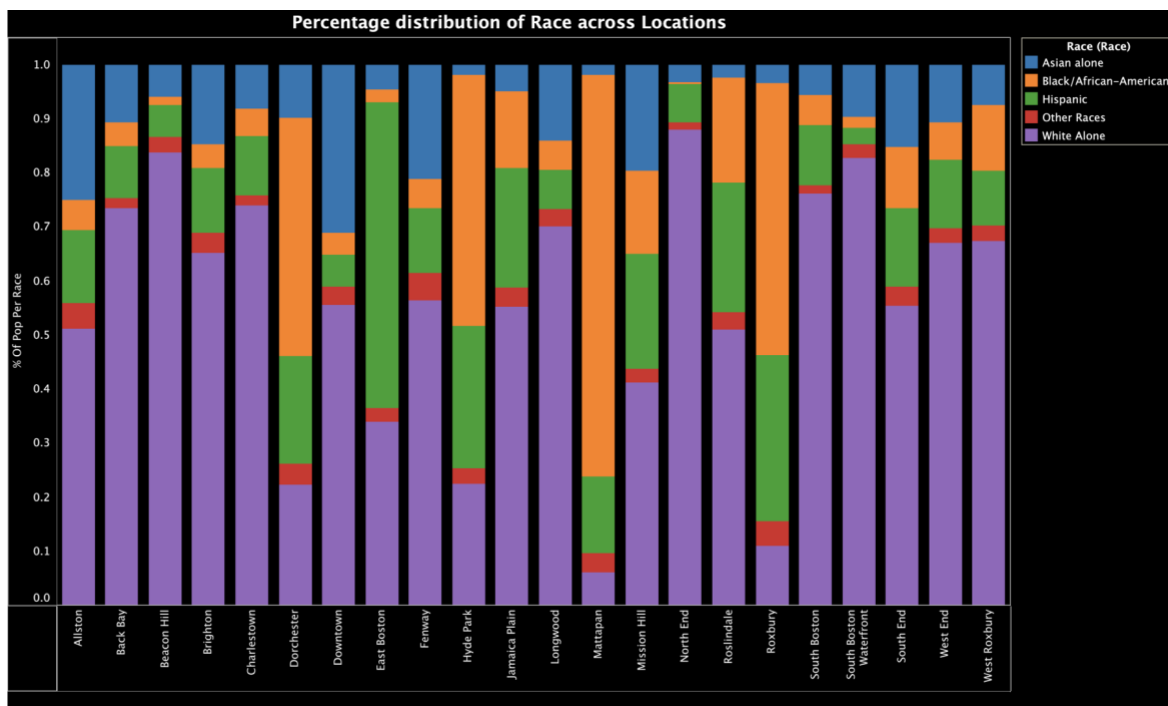


Understanding the race distributions across localities in Boston could provide valuable insights for setting up a company like BrewCrew in several ways.

Understanding the racial and ethnic diversity of different neighborhoods can help BrewCrew develop marketing strategies that are inclusive and representative of the community. For example,

if a particular neighborhood has a large Hispanic population, BrewCrew could consider creating marketing materials in both English and Spanish to reach a broader audience.

Additionally, understanding the racial and ethnic makeup of different neighborhoods can help BrewCrew create a more diverse and inclusive workplace. By hiring employees from a variety of backgrounds, BrewCrew can bring different perspectives and experiences to the table, which can ultimately lead to better products and services. They can also create.

Analyzing race distributions across localities in Boston can help BrewCrew make informed decisions about everything from product development to marketing strategies to hiring practices.

**Visualization - 2**
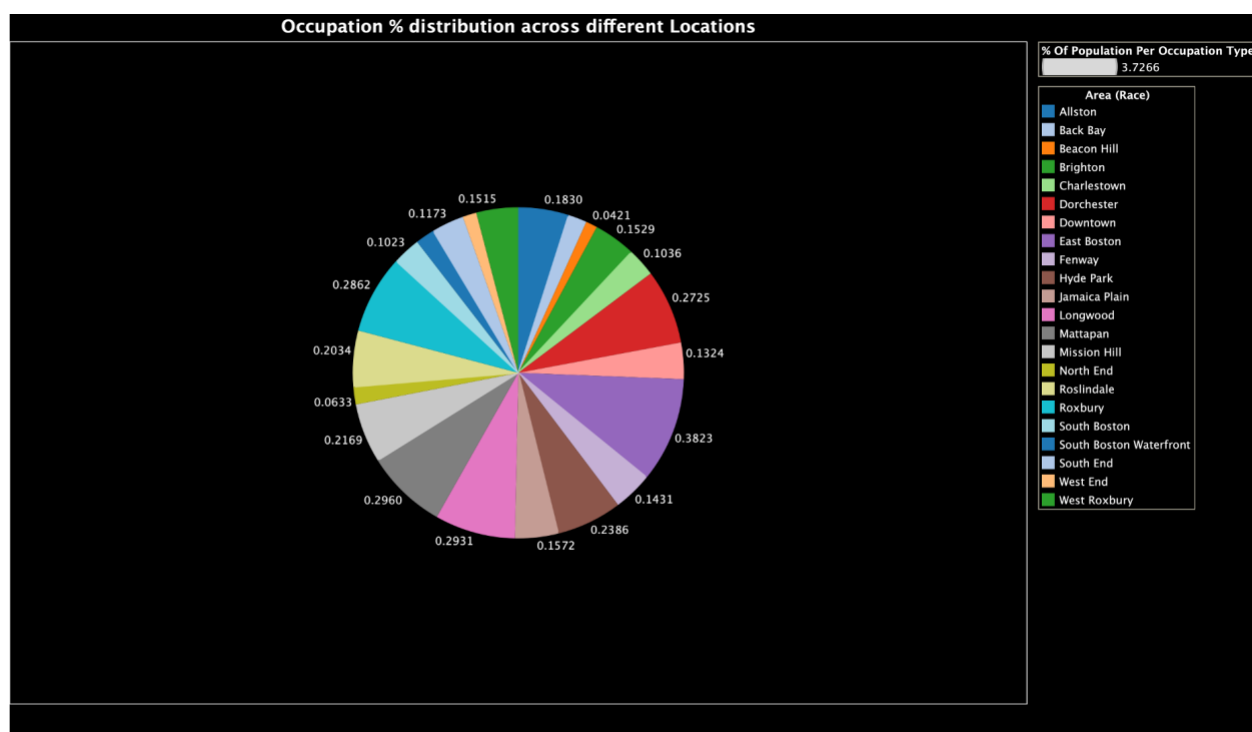


Firstly, understanding the occupation distribution can provide insights into the income levels and spending habits of the residents in different neighborhoods. For example, if a neighborhood has a high concentration of white-collar workers with higher incomes, BrewCrew may want to consider offering higher-end products or services to appeal to that market. This Visualization changes based on Location and the kind of occupation.

Secondly, occupation distribution can help BrewCrew identify potential partners or collaborators in different neighborhoods. For instance, if a neighborhood has a high concentration of artists or musicians, BrewCrew might want to collaborate with them on events or promotions to appeal to that community.

Thirdly, understanding occupation distribution can also help BrewCrew develop employment strategies. For example, if a particular neighborhood has a high concentration of people with expertise in the brewing industry, BrewCrew could consider recruiting employees from that area or offering training programs to build a local talent pool.

## 3 Cs of Information product

Information products, which are essentially products that are built around data, have become increasingly important in helping organizations gather, store, and utilize data to improve their operations and offer better products and services to their customers. The 3 Cs of Information Product - Collector, Custodian, and Consumer - provide a framework for collecting, storing, and utilizing data to refine and improve a product. By following this framework, organizations can effectively collect data from various sources, store it securely, and use it to gain insights that can drive product development and marketing strategies. In this context, let's take a closer look at each of the 3 Cs of Information Product and understand how they can help organizations create effective information products.

### 1. Collector
Stakeholder: Suppliers, Manufacturers, Brew Crew
Data collection process will start to occur during all stages of the buying process. Manufacturers, suppliers will collect data regarding raw materials and finished products for supply chain purposes. Our organization will collect data from stores and other surveys. In addition to collecting data from suppliers and manufacturers, Brew Crew can also collect data from its own internal processes, such as sales data from its point-of-sale systems or customer service data from its support centers. Moreover, to ensure that the data being collected is relevant and useful, Brew Crew can use data quality tools and processes to clean and validate the data. The collection of data can be done in real-time or near real-time, allowing our company to respond quickly to changes in customer demand or market conditions.

### 2. Custodian
Stakeholder: Data Analytics and Data Infrastructure Team
Once data is collected, the storage and utilization process will be taken care of by the data analytics and information technology team in the organization. This data will be securely stored on servers in the firm. Once the data is collected, it must be stored securely to protect it from unauthorized access or theft. This can be done using encryption, access controls, and other security measures. In this way, the data must also be organized in a way that makes it easy to access and analyze. This can involve the use of data warehouses, data lakes, or other storage architectures. To extract

insights from the data, Brew Crew can use data analytics tools and techniques such as machine learning, predictive analytics, and data visualization.

### 3. Consumer

Stakeholder: Product Development Team, Marketing Team

The final data will be used by us (Brew Crew) to refine our products and create better offerings. We can also use this in our branding and marketing strategies for recommendation purposes and understanding the trends. The insights gained from the data can be used to drive product development, such as identifying new products to offer or refining existing products based on customer preferences. Moreover, the data can also inform marketing and advertising strategies, such as targeting specific customer segments with personalized messaging. To ensure that the data is used effectively, Brew Crew can establish processes for sharing the data across different teams and departments, such as regular data reviews or cross-functional collaboration.

## Future Scope and Challenges

### Future Scope

### 1. Expansion into new markets:

As the business grows and gains more customers, there may be opportunities to expand into new geographic markets and offer the service to a wider audience. We can expand our business into new countries where demand is high or create a demand and expand our business. Before expanding into new markets, it will be important to conduct market research and understand the local consumer preferences and regulations. This will help to tailor the products and marketing strategies to fit the needs of the new market. Additionally, partnerships with local businesses or influencers can help to increase brand awareness and credibility in the new market.

### 2. Partnerships with other businesses:

The business could explore partnerships with other companies to offer bundled services, such as partnering with a healthy snack company to offer a complete healthy snack and beverage package. We can also create a co-branded product which is offered in the industry. In addition to healthy snack companies, the business could also explore partnerships with gym or fitness centers, corporate offices, or event companies. These partnerships can help to expand the customer base and offer convenient and customizable packages for different occasions.

### 3. Innovation in technology:

The business could leverage emerging technologies such as artificial intelligence to further personalize their offerings and improve their delivery services. Technology will play a key role in the success of our business. Serving high quality drinks in less time can be achieved by implementing new age technology. Implementing a mobile app or web portal for ordering can enhance the customer experience and increase convenience. Additionally, using data analytics to

personalize recommendations and promotions can help to increase customer loyalty and retention. Finally, integrating sustainability practices into the business model, such as using eco-friendly packaging and reducing food waste, can also appeal to customers and align with their values.

### 4. Product Line Expansion:

As a newer business strategy, we can also focus on upcoming trends (vegan drinks etc) to expand our product lines. We can offer newer drinks to audiences when demand is high in the market. In addition to vegan drinks, the business can also explore offering low sugar or low-calorie options, functional beverages with added health benefits, or seasonal flavors. It will be important to continually gather customer feedback and conduct market research to stay up to date with the latest trends and preferences. Additionally, collaborating with influencers or wellness experts to create unique and buzz-worthy drinks can also help to generate excitement and increase brand awareness.

## Limitations

### 1. Logistics:

Delivering custom drinks to individual customers on a regular basis can be complex and costly, and may require careful management of inventory, delivery routes, and timing. In addition to inventory and delivery management, logistics may also include ensuring proper packaging and temperature control for the beverages during transportation, as well as navigating local regulations and customs when expanding into new markets.

### 2. Seasonality:

The demand for certain drinks may vary depending on the season, which can make it challenging to manage inventory and keep customers satisfied throughout the year. Managing seasonality may require forecasting demand and adjusting inventory accordingly, as well as offering seasonal promotions and menu items to attract and retain customers.

While managing seasonality can be challenging, it can also present opportunities for innovation and creativity. For example, BrewCrew could experiment with seasonal flavor combinations or offer limited-time-only beverages to generate excitement and increase customer engagement.

### 3. Competition:

The beverage industry is highly competitive, and there may be other businesses offering similar services to customers. The beverage industry is not only highly competitive, but also constantly evolving. Therefore, it is important for the business to stay up to date with industry trends and consumer preferences, while also differentiating themselves from competitors through unique product offerings and exceptional customer service.

To differentiate ourselves from competitors, BrewCrew could focus on developing a strong brand identity and mission that resonates with customers. We could also leverage technology to provide a seamless ordering and delivery experience, or partner with local suppliers and vendors to source unique ingredients and materials.

**4. Customer retention**:

It can be challenging to retain customers over time and keep them engaged with the brand. This may require ongoing efforts to create new products and promotions, and to maintain a high level of customer service. Retaining customers may require creating a personalized experience through loyalty programs, engaging social media content, and customer feedback surveys. Additionally, providing consistent quality products and reliable delivery services can help build brand trust and customer loyalty.

Moreover, to increase customer retention, our company could focus on building a community around their brand and products. This can involve hosting events or workshops, collaborating with influencers or other businesses, or creating engaging social media content that encourages customers to share their experiences and connect with one another.

**5. Cost management:**

Offering customized drinks and delivery services can be expensive, and it may be challenging to balance the cost of goods sold with the prices charged to customers to maintain profitability. In addition to balancing the cost of goods sold with prices charged to customers, cost management may also include reducing waste and optimizing operations through efficient inventory management, production processes, and delivery routes. Regular cost analysis can help identify areas for improvement and cost savings.

In addition, to reduce costs, BrewCrew could explore alternative sourcing methods or invest in equipment and technologies that increase efficiency and reduce waste. We can also consider implementing dynamic pricing strategies that adjust prices based on factors like demand or inventory levels, or offering subscription-based services that provide a predictable revenue stream.

In conclusion, BrewCrew business model offers numerous advantages that make it an attractive option in the beverage industry. By offering customized drinks and convenient delivery options, our company can differentiate itself from competitors and provide a personalized experience for customers. Through data collection and analysis, the company can also continuously improve its products, services, and overall customer experience, which can lead to increased customer satisfaction and loyalty. While there are some limitations to consider, the potential benefits of this business model make it a promising option for entrepreneurs looking to enter the beverage industry.