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### Drinkworks Case Questions + Answers

1. Which Customer Segment should he target?
  - To be successful with the home bar appliance, Nathaniel Davis should first target adults that are capable of drinking, and from then on, should focus on those that enjoy at-home alcohol consumption. These people may include those that have several social gatherings at their place, or those that like to drink at home instead of going out for bars.
2. What should Drinkworks's value proposition be?
  - Drinkworks's value proposition should be to bring drinking alcohol home in a cheaper and more convenient alternative. With the home bar appliance, even cocktails could be made with a single touch of a button, making it a more attractive option.
3. Should he introduce pods with or without alcohol?
  - There are many pros and cons that both pods with and without alcohol face, but the mixer pods without alcohol seems like the better choice. Although it does not offer the convenience aspect since it requires the owners to add their alcohol, this would offer a cheaper option for the owners making the cocktails but also would give the consumers the option to choose which alcohol to mix the mixer pods with.
4. Should he focus only on cocktails or also on beer?
  - Nathaniel Davis should focus both on cocktails and on beer. This is because beer consumption is one of the highest if not the highest in the United States at \$110 billion (about 47% of the US alcohol market) in 2017 (around 47% of the Alcohol market), and due to the high demand in beer. By focusing on both, Drinkworks's home bar appliance would be more attractive to its target consumers.
5. How should the machine and pods be priced?
  - Looking at the failure that Kold has faced with its product, The machine and pods should be priced at \$279 and \$3, respectively. Not only would this offer a cheaper price for the machine itself, it would also offer a cheaper price for pods than the public thought they would be paying.
6. How could Drinkworks encourage repeat purchases of pods?
  - Drinkworks could encourage repeat purchases of pods by offering different flavors of mixer pods, allowing its consumers to try different flavors if they enjoy any of the pods that Drinkworks offers.
7. What would be the best channel of distribution?
  - The best channel of distribution would be through retail stores and e-commerce websites. Through retail stores, consumers can be introduced to the product and through e-commerce websites, consumers would be able to approach the products easily and more effectively, making it the best channel of distribution.
8. Could he assure the boards of AB InBev and Keurig that Drinkworks could be the next billion-dollar product?
  - Through failures of related products like Kold, it is uncertain whether Drinkworks would be successful or not, but through the statistics showing that people are moving towards the trend of drinking at home, it shows hope that Drinkworks has a high potential in becoming the next billion-dollar product.