planName

naceCode



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# **Business canvas**

| **Key Partners**  **Key Distributors:**  bc\_keyDist  bc\_keyDist\_nodata  **Key suppliers:**  bc\_keySupp  bc\_keySupp\_nodata | **Key Activities**  bc\_keyAct  bc\_keyAct\_nodata | **Value Propositions**  bc\_keyValProp  bc\_keyValProp\_nodata | | **Customer**  **Relationships**  bc\_custRel  bc\_custRel\_nodata | **Customer Segments**  bc\_custSeg  bc\_custSeg\_nodata |
| --- | --- | --- | --- | --- | --- |
| **Key Resources**  bc\_keyRes  bc\_keyRes\_nodata | **Channels**  bc\_channels  bc\_channels\_nodata |
| **Cost Structure**  **Fixed costs**  bc\_costFixed  bc\_costFixed\_nodata | | | **Variable costs**  bc\_costVariable  bc\_costVariable\_nodata | **Revenue Streams**  bc\_revenue  bc\_revenue\_nodata | |

# Value proposition

## **Milk Stout**

Product type: Physical

Price Level: High-end

Additional income sources: Non-time limited usage, Different price for the business.

Description: A new generation of stouts, produced in Latvia with a local twist inspired by nature

Product features:

* Is an improvement of an existing product or service
* Is the result of R&D
* Is exclusive
* Is a niche
* Is more eco-friendly

Summary: High-end

## Barrel-aged stout

Product type: Physical

Price Level: High-end

Additional income sources: Non-time limited usage, Different price for the business.

Product features:

* Is an improvement of an existing product or service
* Has a different visual design
* Has a new set of features
* Is exclusive
* Is a niche

Summary: High-end

## Stout Masterclass

Product Type: Service

Price Level: High-end

Additional income sources: Additional functions

Product features:

* Has a new set of features
* Is exclusive
* Is a niche
* Is more eco-friendly
* Is a different variant of a current product/service

Summary: Market

# Customer segments

## Consumers

| Name | Age group | Gender | Education | Income | Geographic Location |
| --- | --- | --- | --- | --- | --- |
| Consumer name goes here | 25-34, 35-64 | Male, female | Higher education | High | Domestic, Foreign |

## Business

| Name | Type | Company size | Geographic Location |
| --- | --- | --- | --- |
| Business name goes here | Service | Small, Medium | Domestic, Foreign |

# Channels

| Channels | Distribution channel | Product |
| --- | --- | --- |
| Retailers | - | Milk Stout, Barrel-aged stout |
| Direct sales | Courier service | Milk Stout, Barrel-aged stout |
| Agents | - | Stout Masterclass |
| Direct sales | Self-pickup | Stout Masterclass |

# Customer Relationships

## How to get new customers?

| Action | Channel |
| --- | --- |
| Printed Promotional/informative materials | Beer Festival 2022 |
| Ads and Commercials | Facebook, Instagram |
| Ads and Commercials | TV, Radio |

## How to keep customers?

| Action | Channel |
| --- | --- |
| Ads and Commercials | Facebook, Instagram, Web page |
| Word of Mouth | About new taste |

## How to convince existing to spend more?

| Action | Channel |
| --- | --- |
| Other | Masterclass |

# 

# Key Resource

| Type | Name | Ownership | Frequency |
| --- | --- | --- | --- |
| Human resources | Main BrewMaster | Myself Permanently | Permanently |
| Human resources | Brew workers | Employ Permanently | Permanently |
| Physical resources | Brew equipment | Buy Permanently | Permanently |
| Physical resources | Can filling machine | Buy Permanently | Permanently |
| Physical resources | Yeast | Buy | Permanently |
| Physical resources | Breweries | Own Time to time | Permanently |
| Physical resources | Barrels | Buy Permanently | Permanently |
| Physical resources | Bus for PopUP sales | Rent Time to time | Permanently |
| Physical resources | Office for administrative works | Rent Permanently | Permanently |
| Intellectual resources | BeerSmith 3 | Buy Permanently | Permanently |

## 

# Key Activities

## Milk Stout

| Activity | Sub Type | Name | Description |
| --- | --- | --- | --- |
| Problem-solving | Marketing | FB posts |  |
| Production | Logistics | Provision of raw materials | To start new brewing all raw materials need to be in place at the right time |
| Production | Operations | Beer brewing | This is the brewing process till filling in barrels |
| Production | Logistics | Filing cans | Filling beer in cans and labeling |
| Production | R & D | Development of new recipes  Edit | Brewing in small batches to test new recipes |

## Barrel-aged stout

| Activity | Sub Type | Name | Description |
| --- | --- | --- | --- |
| ... |  |  |  |

## Stout Masterclass

| Activity | Sub Type | Name | Description |
| --- | --- | --- | --- |
| ... |  |  |  |

# Key Partners

## Key Distributors

| Type | Company | Priority | Website | Comment |
| --- | --- | --- | --- | --- |
| Retailers | Rimi | No |  |  |
| Highly diversified distributors | Small beer shops around country | Yes |  |  |
| Wholesalers | Stanbev International Distribution Ltd. | No |  |  |

## Key Suppliers

| Type | Company | Priority | Website | Comment |
| --- | --- | --- | --- | --- |
| Raw materials, finished or semi-finished goods | Brūvē Pats | No | [bruvepats.lv](http://bruvepats.lv/) |  |
| Equipment and real estate | BrewCan SIA | Yes | https://northeastbarrelcompany.com/ | Barrels for aged beer |
| ... |  |  |  |  |

## 

## Other

| Type | Company | Priority | Website | Comment |
| --- | --- | --- | --- | --- |
| ... |  |  |  |  |

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