planName

naceCode

02.12.2021.

# **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  **Milk Stout**  - Is an improvement of an existing product or service  - Is the result of R&D  - Is exclusive  - Is a niche  - Is more eco-friendly  **Barrel aged stout**  - 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  **Stout Masterclass**  - Has a new set of features  - Is exclusive - Is a niche  - Is more eco-friendly - Is a different variant of a current product/service | | **Customer**  **Relationships**  - Beer Festival 2022  - Facebook, Instagram  - TV, Radio  - Facebook, Instagram, Web page  - About new taste  - Masterclass | **Customer Segments**  - Segment name |
| **Key Resources**  bc\_keyRes  bc\_keyRes\_nodata | **Channels**  - Retailers  - Direct sales  - Agents  - Direct sales |
| **Cost Structure**  **Fixed costs**  - Resources  - Salaries  - Marketing  - Utilities  - Rent of buildings  - Distribution | | | **Variable costs**  - Resources  - Salaries  - Marketing  - Utilities  - Rent of buildings  - Distribution | **Revenue Streams**  - Asset sale  - Usage fee | |

# 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

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# 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 |

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# 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 |

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# 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 |
| ... |  |  |  |  |

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## Other

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

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