**planName**

naceCode



07.12.2021.

# **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 | | **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**

# valProp

# **Customer segments**

## **Consumers**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **Age group** | **Gender** | **Education** | **Income** | **Geographic Location** |

## **Business**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Type** | **Company size** | **Geographic Location** |

# 

# **Channels**

|  |  |  |
| --- | --- | --- |
| **Channels** | **Distribution channel** | **Product** |

# **Customer Relationships**

## **How to get new customers?**

|  |  |
| --- | --- |
| **Action** | **Channel** |

## **How to keep customers?**

|  |  |
| --- | --- |
| **Action** | **Channel** |

## **How to convince existing to spend more?**

|  |  |
| --- | --- |
| **Action** | **Channel** |

# **Key Resource**

|  |  |  |  |
| --- | --- | --- | --- |
| **Type** | **Name** | **Ownership** | **Frequency** |

# **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** |
| ... |  |  |  |  |

# **Cost structure**

## **Fixed costs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost type** | **Type** | **Name** | **Description** |
| Rent of office | Other | Administrations office |  |
| Rent of buildings | Inventory buildings | For barrels storage |  |
| Rent of buildings | Sales buildings (shops) | Shop - Stout is your new blood |  |
| ... |  |  |  |

## **Variable costs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost type** | **Type** | **Name** | **Description** |
| Resources | Other | Malt |  |
| Resources | Other | Yeast |  |
| Resources | Other | Hops |  |
| ... |  |  |  |

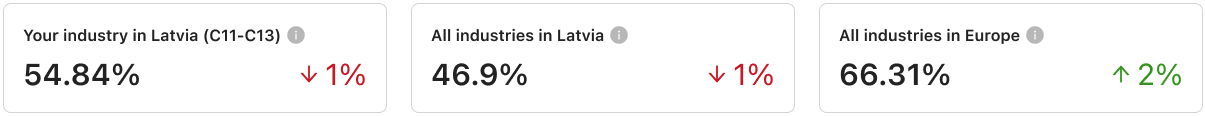
## 

# **SWOT**

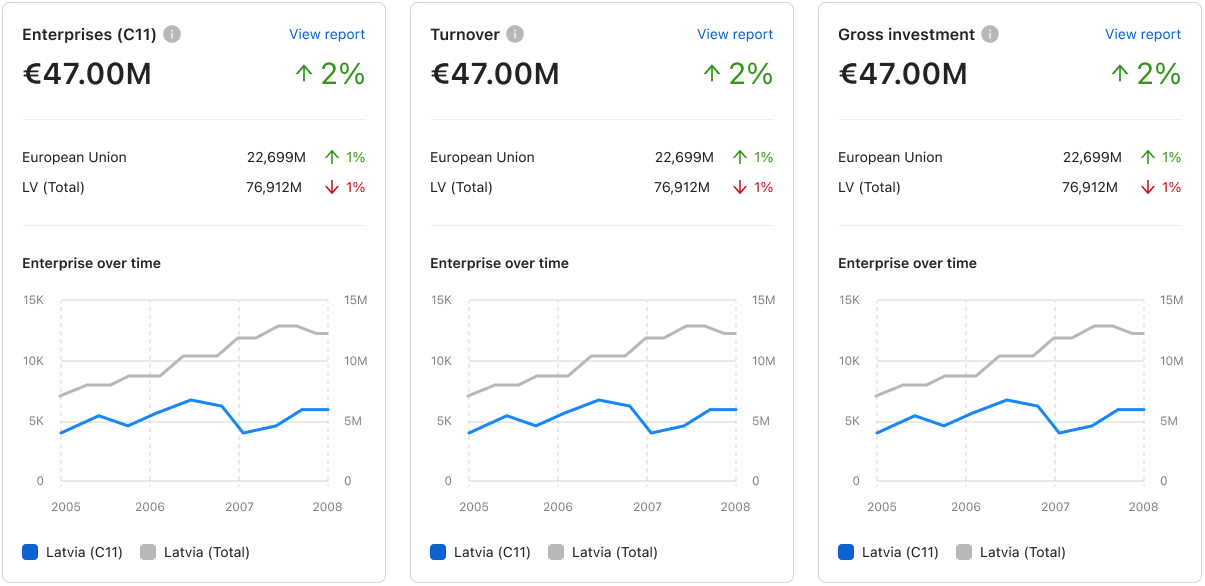
|  |  |
| --- | --- |
| **Strengths**  - Advertising, PR and sales promotion  - Corporate image  - Operational processes  - Skills and experience of employees | **Weaknesses**  - Discounts  - Price |
| **Opportunities**  - Bargaining power of suppliers  - Competition  - Lifestyle trends  - Skills and experience of employees | **Threats**  - Government regulation |

# **Industry data**

## **Company Survival rate (3 years)**



## **How big is the industry?**



## **...**