

Huss Brewing Company



Context

1. Who am I?

I am the owner of "Huss Brewing Company" based out of Arizona.

2. Who is my audience?

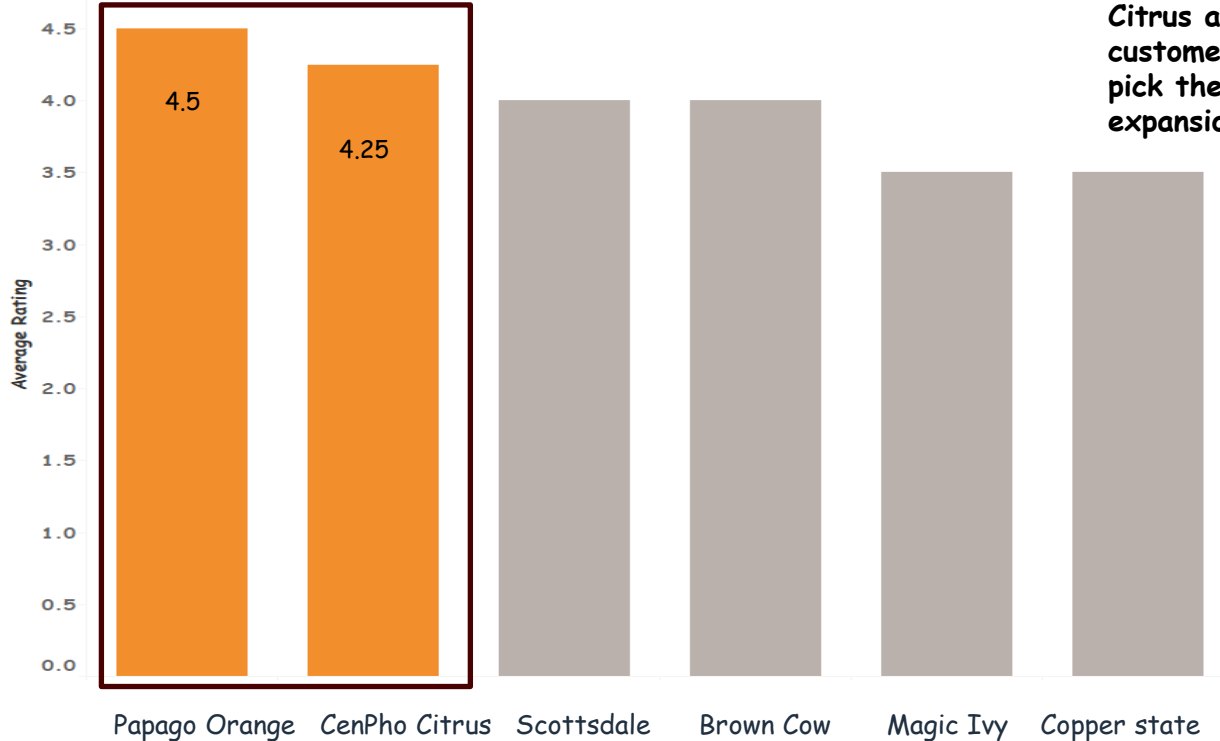
I am discussing on expanding the production of my Brewery business with my investors.

3. What is my motive?

I want to expand in any one of the states of the US apart to get profits.

Which beers do our customers like?

Let us consider the ratings that are greater than 4 for expanding our business.

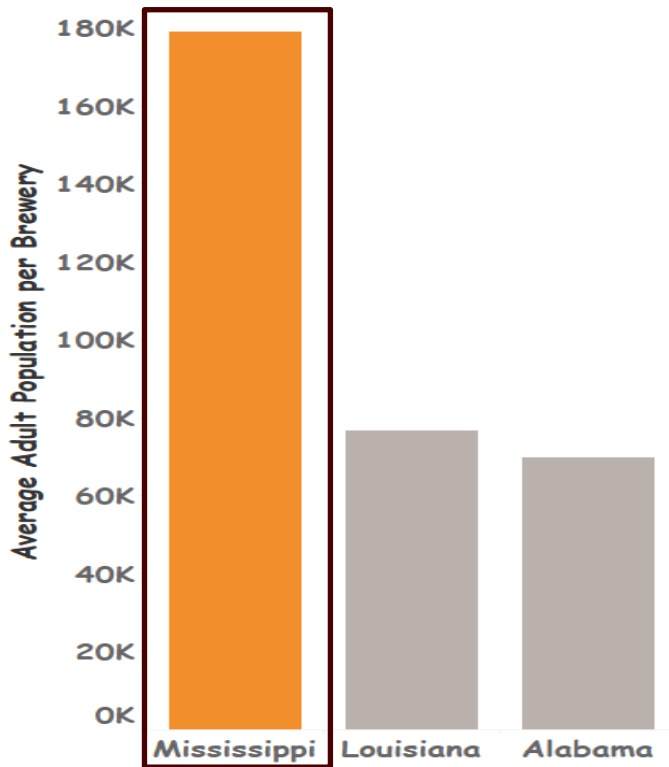


Papago Orange and CenPho Citrus are liked mostly by our customers, therefore we shall pick them for our initial expansion.

Which state should we target?

There are two reasons why we should go with "Mississippi".

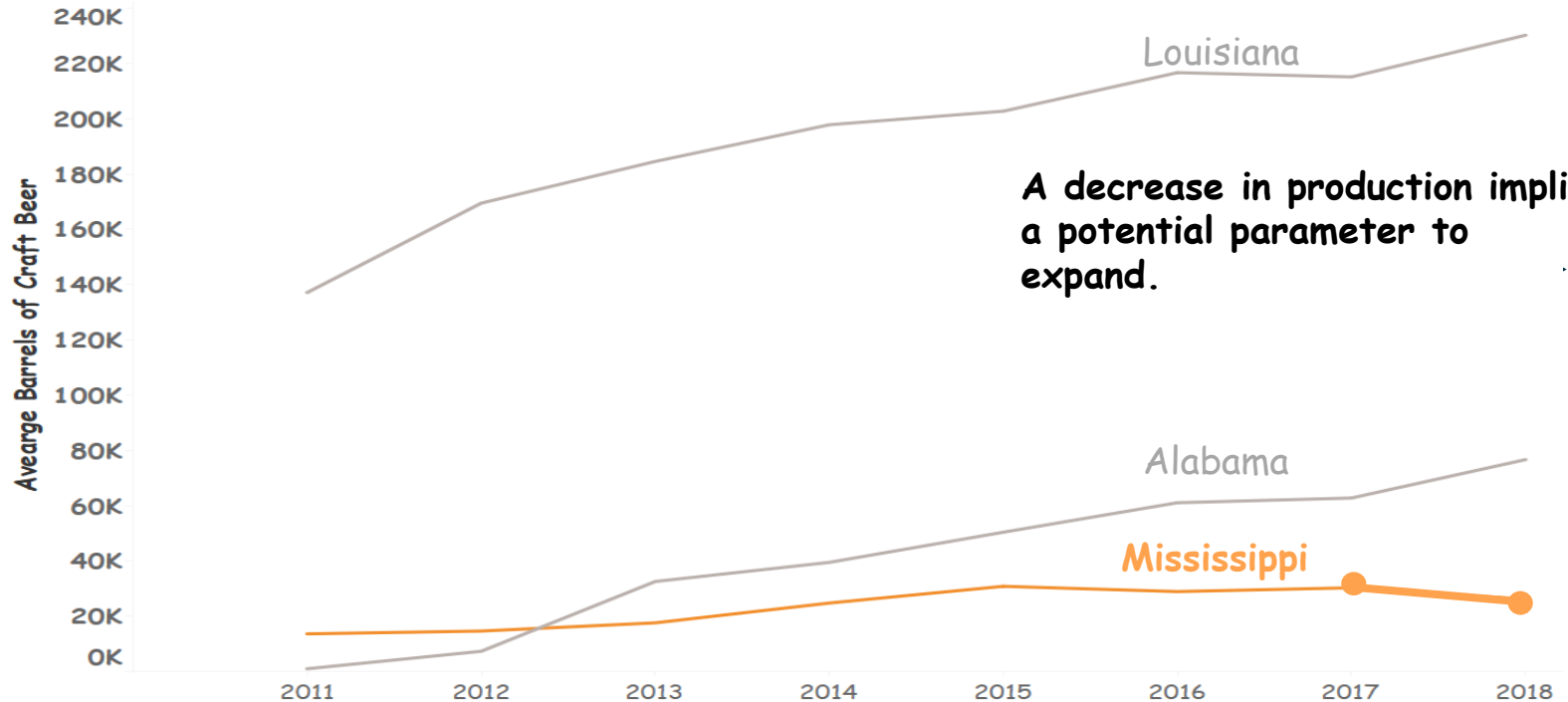
If we consider the top 3 adult populations per the number of breweries that are already present we see,



Clearly in Mississippi for such a huge population the number of breweries is very less.

What is the production trend?

From the line graph below we could see how the production of Barrells decreased in 2018 for Mississippi.





Conclusion



◆ This is the best time to reap **profits** through expanding business. As shown earlier, since the production decreased for the year 2018 along with having more adult population with fewer breweries, expanding business in **Mississippi** would be the **right choice**. I would also recommend **Papago Orange and CenPho Citrus** for the initial production since they are very much liked by the people of Arizona.





Fun Fact

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are the number of barrels of beer produced in 2018 in the
US!

