Case 2: Bottle Shifters (III of VI) Bain, Round 1

Market Data

Total volume of liquor sold in the US annually: 1.43B liters

Average size of a bottle: 0.75 liters Standardized: 80% (price: 0.30\$) Customized: 20% (price: 0.70\$)

Xxxxx-xx/Footer - 13 -

Case 2: Bottle Shifters (IV of VI) Bain, Round 1

Value Chain

Designing (customized/ standard)

Manufacturing (Outsourced)

Distribution (Supply chain mgt, inventory)

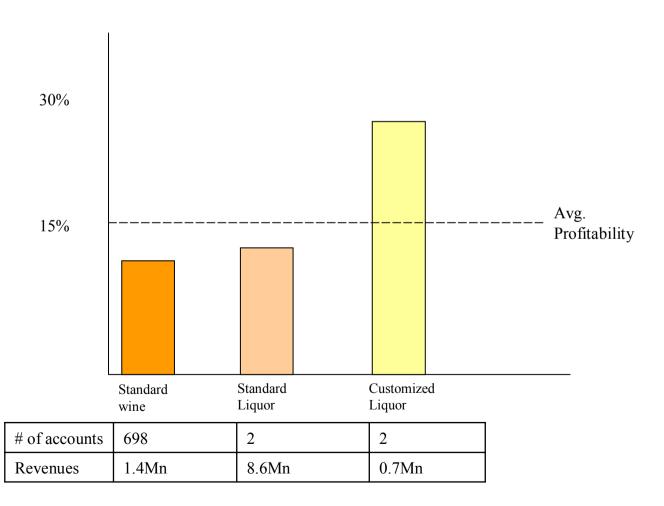
Customers

Xxxxx-xx/Footer - 14 -

Case 2: Bottle Shifters (V of VI)

Bain, Round 1

Bottle Shifters Product Mix



Xxxxx-xx/Footer - 15 -