



Cup Russia 2021

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Changellenge 

Welcome! It's a brief plan of our actions. On the next slides we will look at each stage in detail: On the "Market analysis" slide we will demonstrate the contents of "Resources" section. Then on the "Optimal direction" we will analyze the most perspective markets. On the "Initiatives" is presented our vision of work in a particular market. "Strategy & Finance" introduces scheduled events and the last slide "Risk" is about risk research and risk management. We hope you'll enjoy it!

Resources

Ideas

Analysis & Results

Target Directions

PROS & CONS



Criteria of choice:

- A. «Restaurant of the future»
- B. HoReCa segment trends compliance
- C. Availability to promote premium brands
- D. Financial profitability

VARIANTS	A	B	C	D	RESULT
1. Games	+	+	+	+	✓
2. IglooBar	+	-	+	+	✗
3. Beer pipelines	+	+	+	+	✓
4. Sports bar	-	+	+	+	✗
5. Non-alcoholic beer	-	-	+	+	✗
6. Unusual serving	+	+	+	+	✓
7. Eco beer	+	+	-	-	✗
8. Themed restaurants	-	+	+	-	✗
9. Bar «Find your love»	+	+	+	+	✓
10. Discounts	-	+	+	-	✗

Organization of fun games such as beer pong

Beer taps at the visitors' tables

Serving beer in flasks, test tubes, canisters and bulbs

Organization of smart dating events with exclusive entertainment

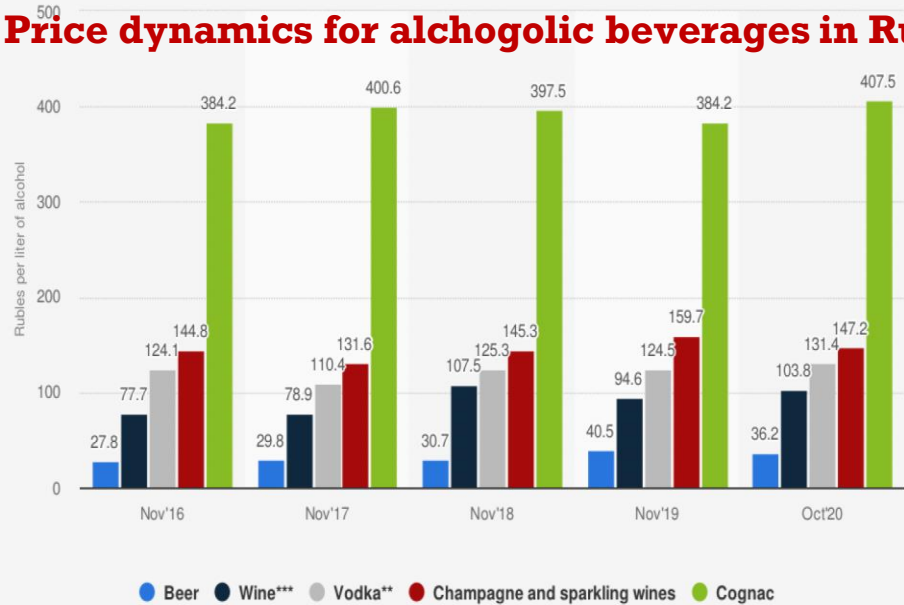


Budget:

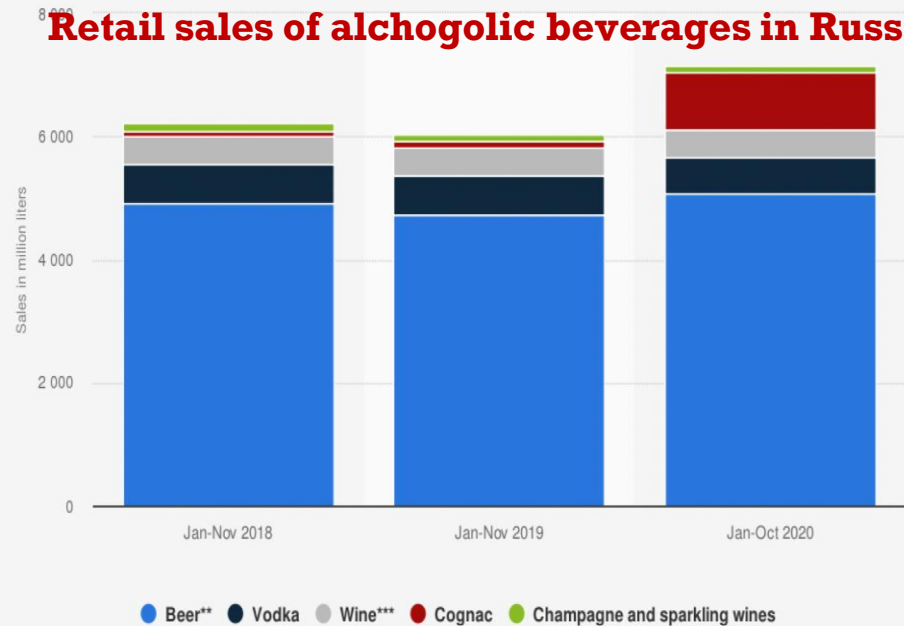
The strategic part: we calculate our strategy as a percentage of given budget, while indicating the shares for each direction, depending on the expected financial income (The principle of risk diversification)

Market analysis shows an increase in sales and consumption of beer. However, price level of beer has fallen, competition on the catering market has become stronger and the number of chain restaurants is reducing constantly.

Price dynamics for alchogolic beverages in Russia



Retail sales of alchogolic beverages in Russia



OUR GOALS

Increase attendance to restaurants and bars in Russia

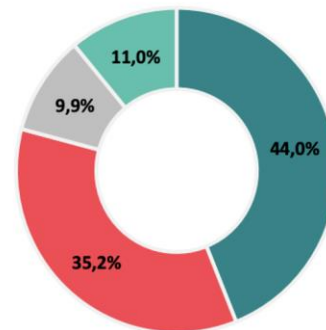
Create the concept of a future successful restaurant among Russian consumers



Dynamics of the number of chain beer restaurants, bars, pubs in Russia, units, %



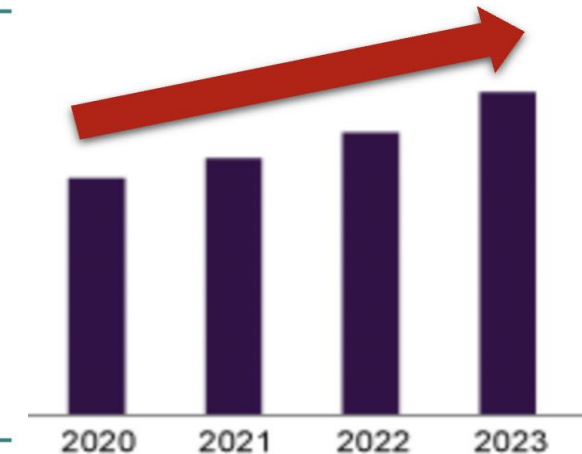
How do you assess the dynamics of the level of competition in the catering market for last year?



© RBK marketing

- Competition remained at the same level
- Number of competitors has increased
- Find it difficult to answer
- The number of competitors has reduced

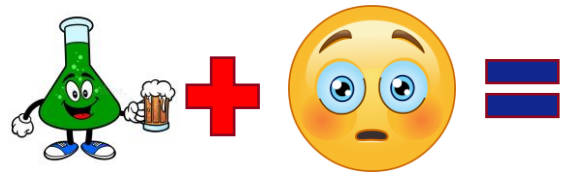
U.S. beer & cider market, 2020 – 2023 (USD Billion)



In order to gain competitive advantage and attract more customers, we propose 4 ideas of the Restaurant/bar of the future, each targeting different audiences and meeting different needs.

Unusual serving

Serving drinks in unusual utensil tends to attract customers.



Photos with it get posted and shared in the social media, which brings more customers to the bar.



Games

There are lots of fun games, which involve beer and big company of people.



Bars have both, therefore it is possible to conduct these games and attract lots of customers, mostly youth.



Beer pipelines

In the post-pandemic world people would still prefer to limit physical interaction with people.

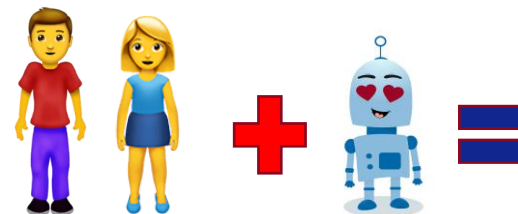


Introduction of beer pipelines limits interaction with the waiters and is a nice marketing scheme.



Bar «Find your love»

Many people love watching dating shows on TV.



This idea gives them a chance to participate in one themselves and spend good time looking for love with a pint of beer.



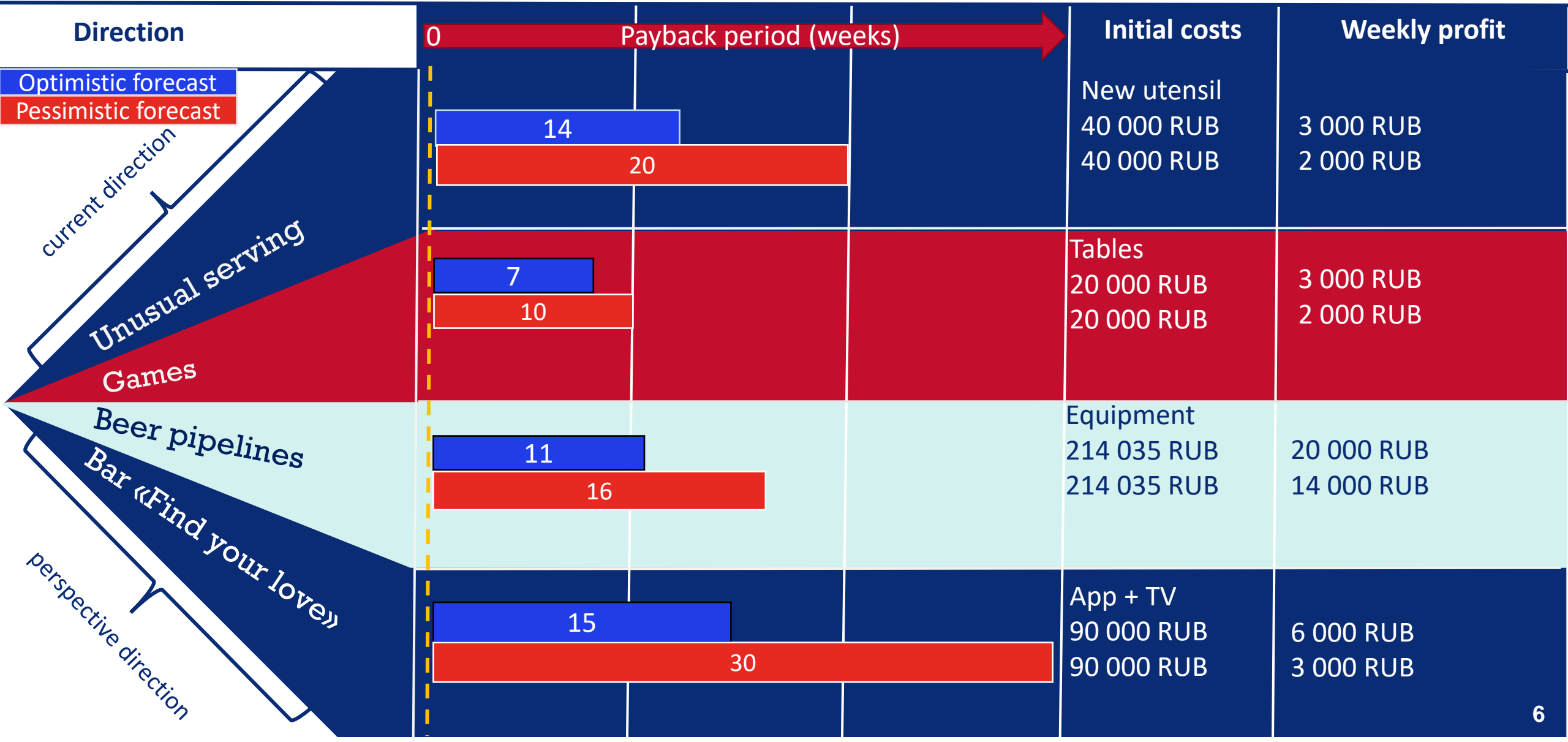
*more information in the appendix 2

Specialization in several segments: unusual serving, games, beer pipelines and bar «Find your love».

These segments are the most interesting and attractive in Russia, able to attract people to the restaurants and bars.

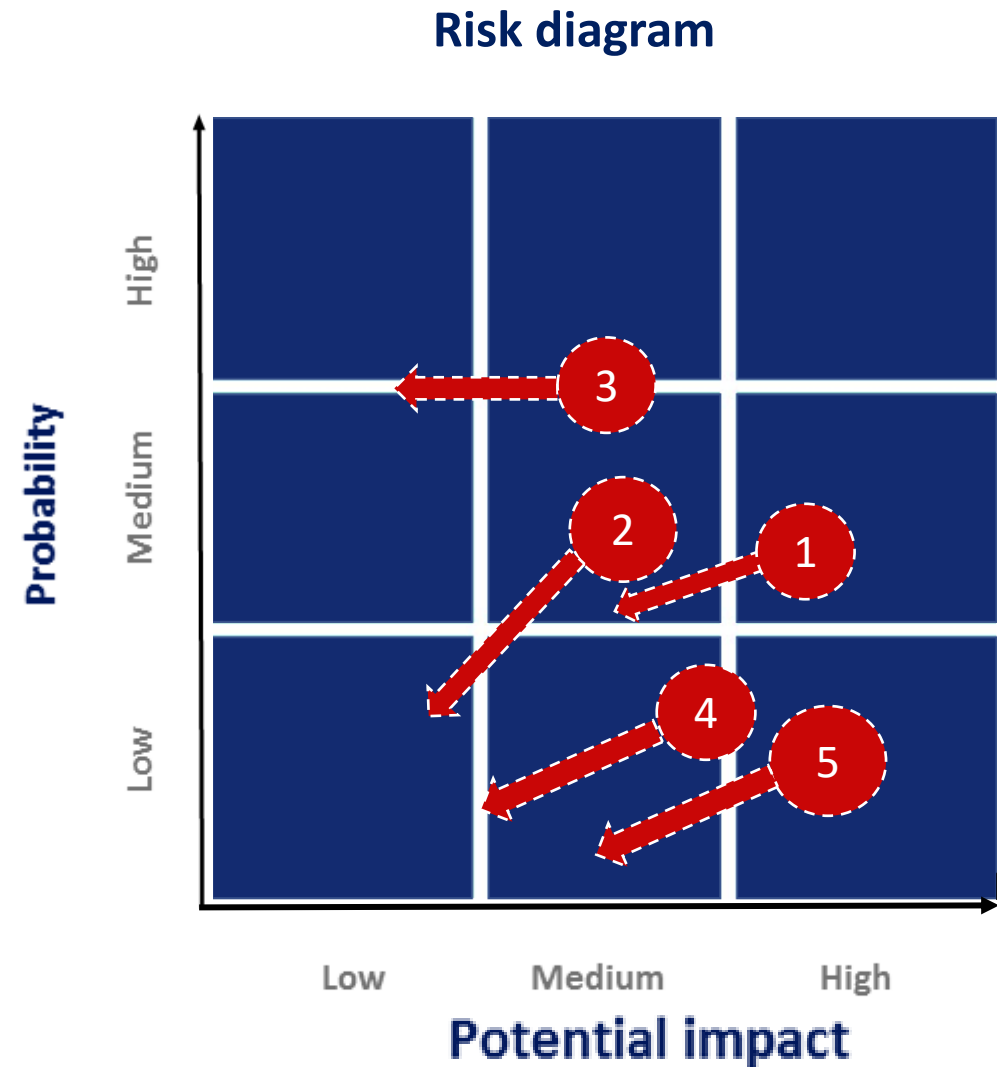
Direction	Subdirections
<div>current direction</div> <div>Unusual serving</div> <div>Games</div>	<ul style="list-style-type: none"> To attract people to the restaurants we offer to serve beer in an unusual way Instead of usual beer in a beer mug the visitor will receive a drink in a flask, test tube If customer wants even larger amount of beer, there's an option of a canister Our mission is giving people a reason not to stay at home and visit AB InBev EFES restaurants We are going to launch games, for example beer pong We bring people together and give them an opportunity to have fun playing games, not only chatting with each other.
<div>Beer pipelines</div> <div>Bar «Find your love»</div> <div>perspective direction</div>	<ul style="list-style-type: none"> We suggest to lay beer pipelines to the tables People will be able to top up their own beer without leaving the table Each visitor receives a bracelet that he should attach to a special device, that's how we'll be able to control the amount of beer consumed by each visitor We propose to organize event where people could find a mate People sit at the table and everyone says a few words about himself/herself After that everyone makes up a rating of their favorites in a special application At the end, the program shows the formed couples

Our calculations of Initial costs, weekly profit and payback period, divided by 4 chosen directions, are placed below.
Turens out that Games and Beer pipelines have the shortest payback period.



AB InBev is an international company, which has presence not only in the Russian market but also in the international, therefore, it has a wide range of risks.

	Possible risks	Measures of Prevention
1	Epidemical risk: changes in law due to COVID. More precisely, new epidemiological limitations	Adjust to governmental requests. As far as it isn't full lockdown, we can rearrange tables and set up new air cleaners
2	Reputational risk: due to conduction of come activity games people can change their attitude to the whole chain	Focus on customer needs and adjust to their demand of games
3	Legislative risk: changes in beer market regulation. E. g. more strict laws regarding points of sale	Adapt to law amendments and change premises according to them
4	Installation risk: new equipment can be installed inappropriately	Request license and guarantees from the installer, insure property
5	High competition with well-known restaurants chains	Develop a loyalty program, improve the game program



Our Team

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- Member of the first group*

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Spektor Stanislav



- Student faculty of economics at the Lomonosov Moscow State University
- Top 25% Cup Moscow 2020
- Member of the first group

*First group is a special group of higher academic load at the Faculty of economics at MSU

Appendixes

A large crowd of people is gathered at a night concert or festival. The scene is illuminated by bright stage lights, creating a vibrant atmosphere. In the foreground, a person is seen from behind, holding up a white cup. The crowd is dense, and many people are holding up their phones to capture photos or videos. The background shows a large, arched structure, possibly a stadium or arena, with more lights and a cityscape visible in the distance. A prominent red diagonal overlay covers the left side of the image, and the word "Appendixes" is written in white serif font across the middle.

Calculating revenue and costs of our projects

1. Unusual serving

Initial investment = 40 000 (buying new utensil)

Weekly profit = [2 000, 3 000]

2. Games

Initial investment = 20 000 (buying tables for games)

Weekly profit = [2 000, 3 000]

3. Beer pipelines

Initial investment = 214 935 (equipment and installation)

Weekly profit = Increase in sales – Weekly washing = [20 000, 25 000]

4. Bar "Find your love"

Initial investment = 90 000 (creating an app and buying a TV, advertising campaign)

Weekly profit = Increase in sales – party entertainer and DJ salaries = [3 000, 6 000]

About the Bar «Find your love»

Imagine that you want to meet a guy or a girl. For girl it's very difficult just to go to the bar and meet someone. She runs the risk of meeting an obsessive drunk guy who will ruin her entire evening. And we came up with an alternative. She can visit the Bar «Find your love».

At first glance, this is an ordinary bar. However, every Friday and Saturday at 8 pm, a kind of game begins. Everyone pays a certain amount of money and sits down at the table. The host explains the rules to everyone:

- Everybody needs to download a special application
- Then everyone says a couple of words in a circle
- Each participant notes in the app which of the participants he likes the most, who slightly less, and so on (thus, each participant gets a rating of the most liked ones)
- After that the app shows each participant with whom he has matched

Throughout the evening, the cheerful host entertains people to the appropriate music. In addition, there is a scoreboard where the nicknames of the participants are displayed (only the participant knows his nickname), which allows people who are not participating in the game to watch what is happening.

And it is necessary to organize an advertising campaign so that as many people as possible know about our idea.