

Project Xylo

Launching Xylo into the American Market

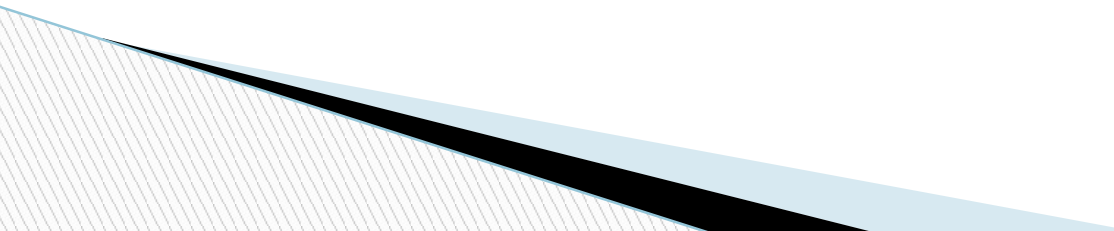
Sponsor: Akram Beverage Inc

Facilitator: Metis E

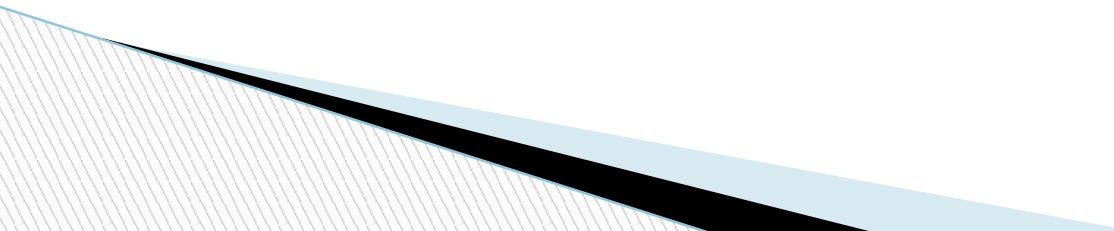
Dennis Ssekamaanya

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy horizontal bands. From top to bottom, the bands are light blue, black, dark grey, and white with a fine diagonal line pattern.

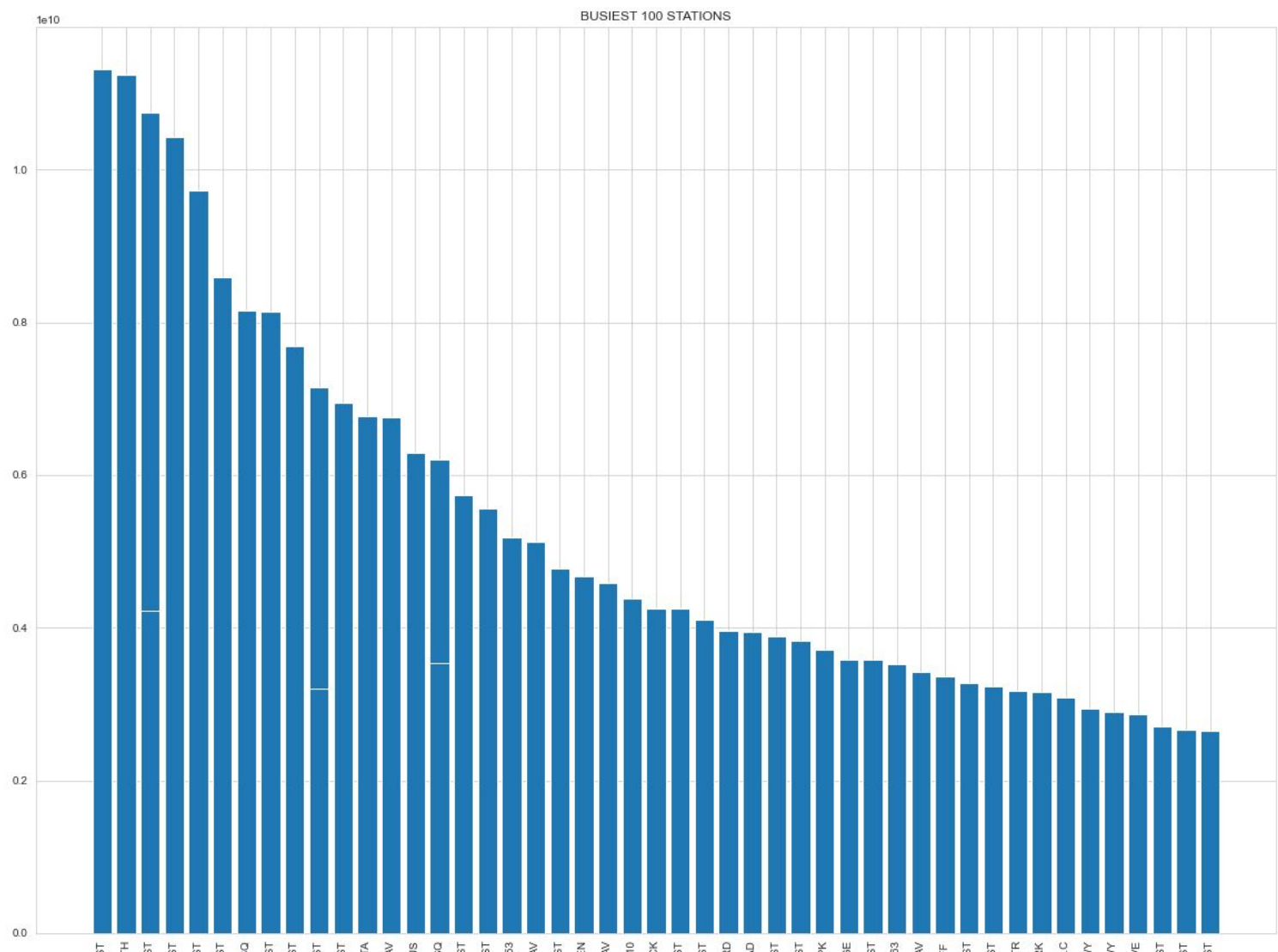
Intro:

- Akram Beverages Inc is an Indian-owned beverage company.
 - XYLO! Is a new beverage to hit the American market.
 - Target niche: American Foot Commuter market.
 - Target launchpad: New York (numbers)
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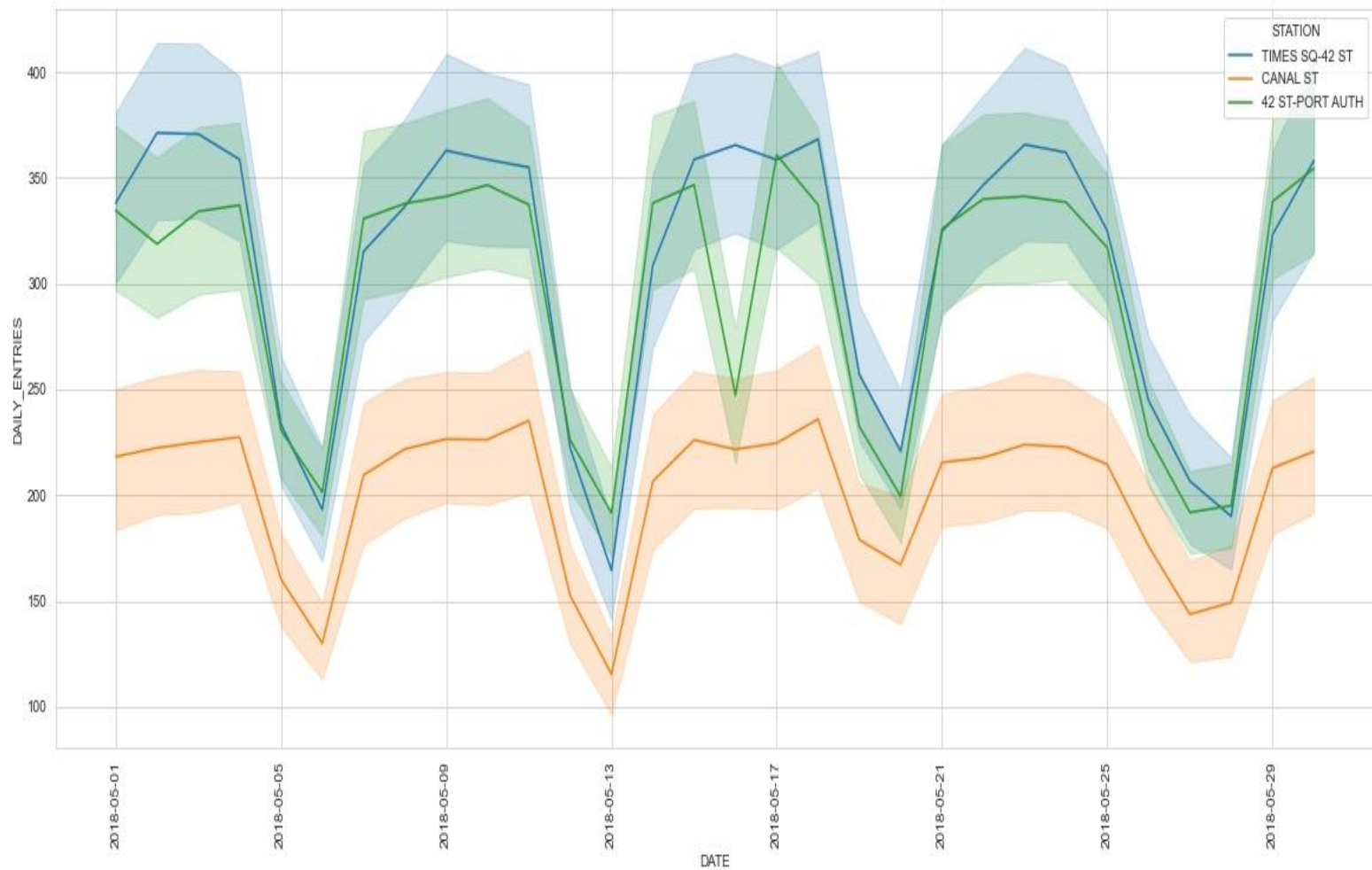
The Project Task

- To identify best locations to place beverage vending machines
 - Visibility is key
 - Comparative advantage: Vital
 - Tool: MTA Turnstile Data
 - Target Launch: Summer 2022
 - Major constraint: Weather; Currently Clear
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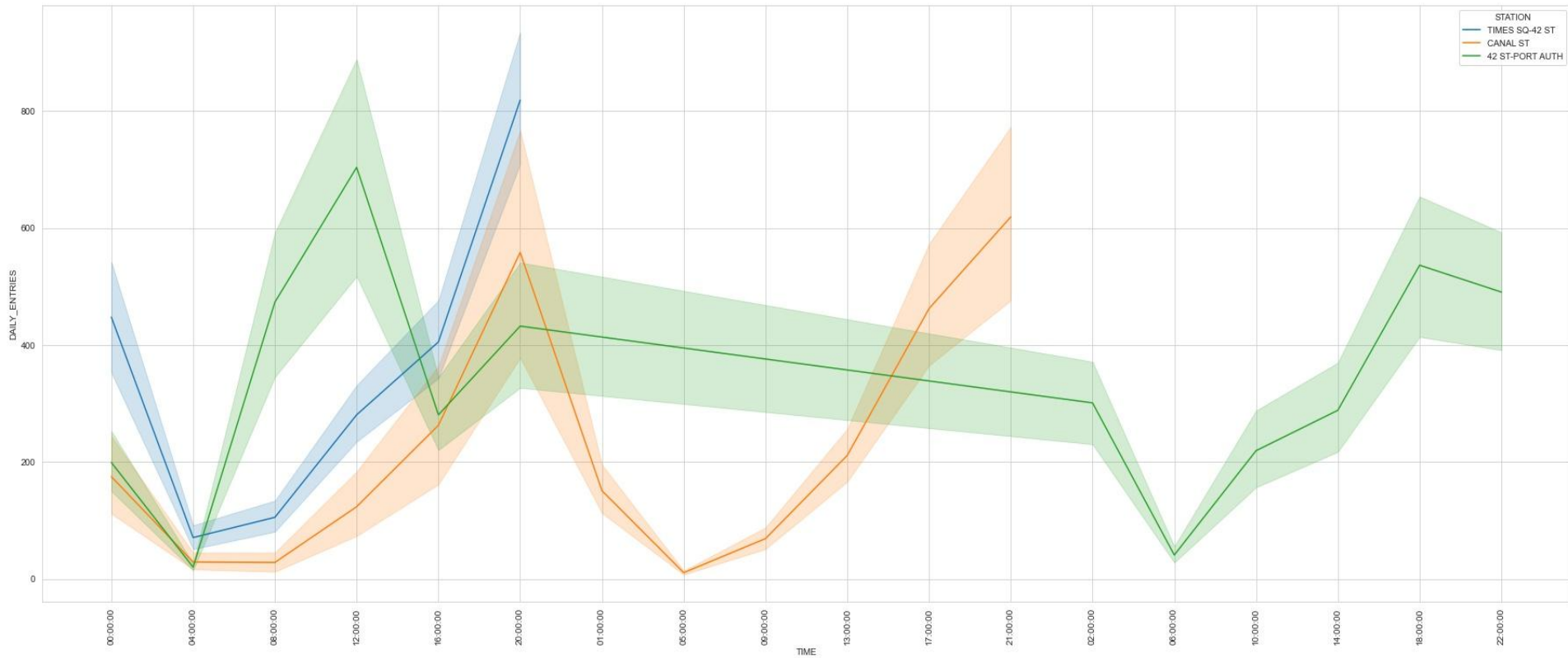
Deliverable: Where?



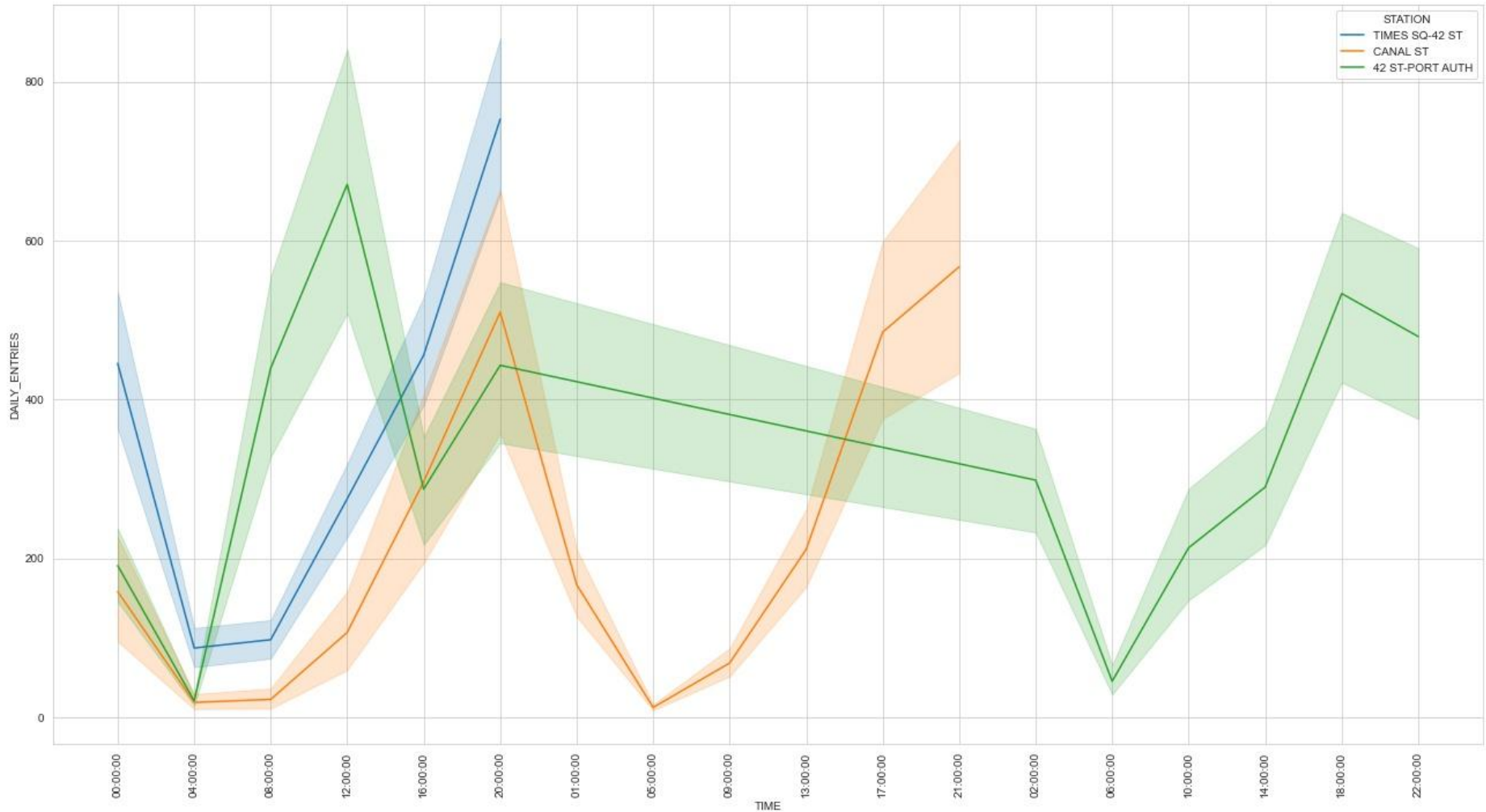
Peak/Off-Peak Times



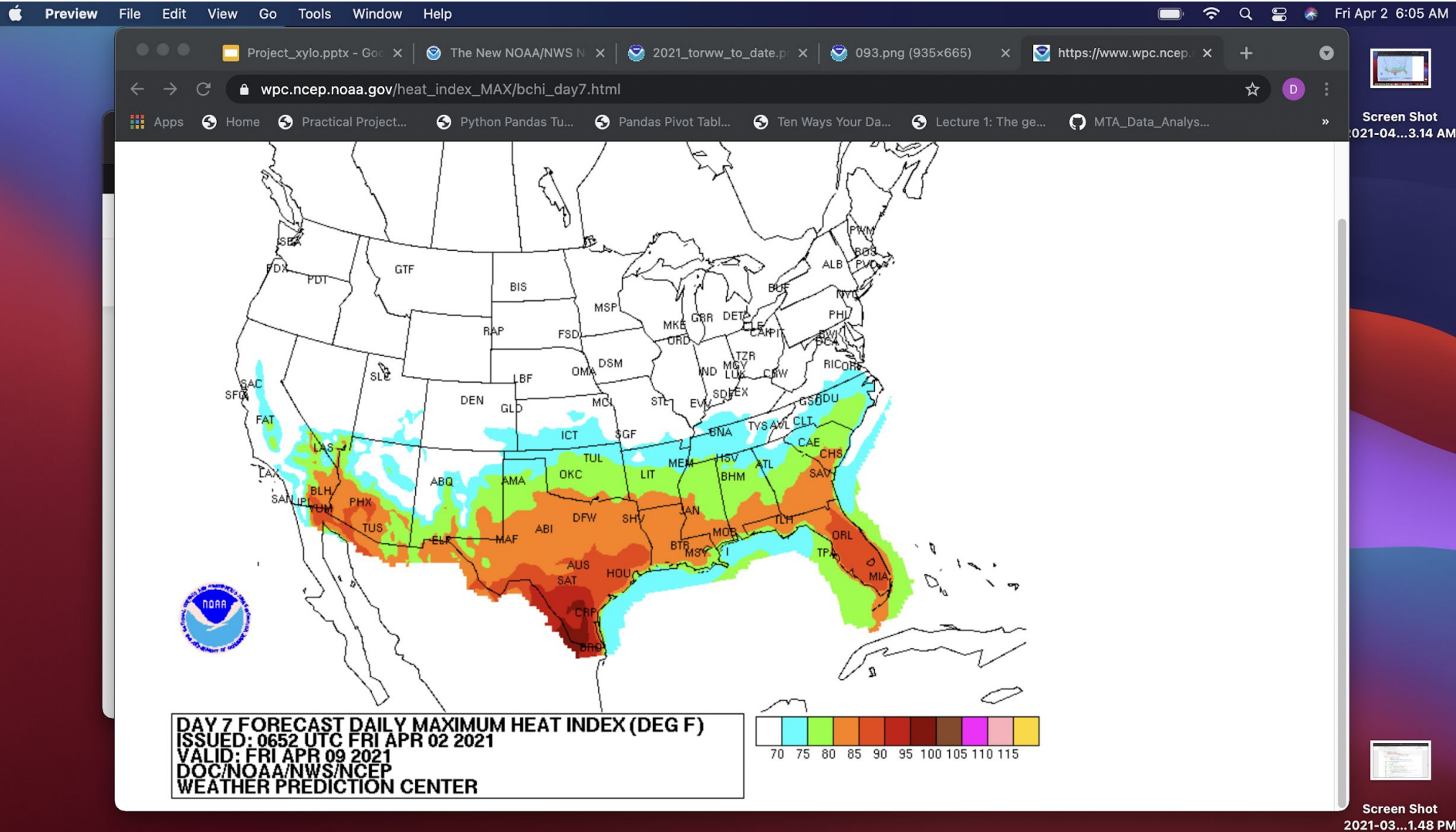
Re-stock/Equipment Maint



Restock/Equipment Maint



Weather Boost



Recommendations

□ END

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