Business PlanTenkiller Lakesider

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Executive Summary

Savor Tradition, Empower Community - Tenkiller Lakesider

Tenkiller Lakesider, located in Tahlequah, Oklahoma, is a cider house dedicated to crafting uniquely flavored ciders using locally sourced apples. We emphasize sustainable brewing practices, community involvement, and partnerships with tribally owned businesses. Our focus is on creating small-batch ciders that honor tradition, foster environmental stewardship, and deliver exceptional culinary experiences.

Mission

Our mission is to produce high-quality ciders that celebrate local heritage while fostering community growth and environmental awareness. We aim to build strong partnerships with tribally owned entities, ensuring that our operations support the economic vitality of the region.

Problem

The market lacks locally-produced ciders that not only provide a unique taste experience but also support sustainable practices and community engagement. Many ciders available on the market are mass-produced, lacking the authenticity and local connection desired by consumers.

Solution

Tenkiller Lakesider addresses this gap by offering artisanal ciders that are crafted with locally sourced ingredients and brewed sustainably. Our products are distributed through a TERO certified company, ensuring compliance with tribal employment rights and supporting local economic growth.

Primary Products & Services

Our primary offerings include a range of uniquely flavored ciders, seasonal cider-infused culinary experiences, and collaborations with local chefs to create exclusive menu pairings. We strive to offer an authentic taste of Oklahoma through our carefully crafted cider selection.

Primary Business Model

The primary business model of Tenkiller Lakesider is B2B distribution. We focus on selling our ciders to tribally owned businesses such as restaurants, grocery stores, and casinos, thereby reinforcing

community ties and supporting local businesses.

Industry Overview

The craft cider industry has been experiencing steady growth, driven by consumer demand for unique, high-quality beverages. The emphasis on sustainability and local sourcing aligns with current consumer

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SWOT Analysis

Strengths Strengths

- Unique product offering with a focus on locally sourced and sustainable ingredients.
- 2. Strong community ties through TERO certification and collaborations with tribally owned businesses.
- 3. Expertise in crafting small-batch ciders with unique and seasonal flavors.
- 4. Strategic location by Lake Tenkiller, providing a picturesque backdrop and a tourist attraction.
- Strong brand identity emphasizing tradition, environmental stewardship, and community involvement.

Y Opportunities

- Expansion into new markets by forming partnerships with other environmentally conscious businesses.
- 2. Increased demand for locally sourced and unique craft beverages among health-conscious consumers.
- Potential for cider-infused culinary experiences to attract food enthusiasts and tourists.
- 4. Opportunities to engage in community events and festivals to enhance brand visibility.
- 5. Expansion of product line to include a variety of cider flavors and related products.

Weaknesses

- Limited distribution channels focusing mainly on tribally owned businesses, which may restrict market reach.
- 2. Dependency on local apple sources, making supply vulnerable to seasonal and environmental changes.
- 3. Smaller scale of production compared to larger commercial cider producers, limiting economies of scale.
- 4. Potential challenges in maintaining consistent quality with small-batch production.
- 5. Higher production costs associated with sustainable practices and local sourcing.

Threats

- 1. Intense competition from national and international cider brands with larger marketing budgets.
- 2. Economic downturns affecting discretionary spending in restaurants and casinos.
- 3. Changes in regulations affecting the cider and alcoholic beverage industry.
- 4. Fluctuations in apple harvests due to environmental factors impacting ingredient availability.
- 5. Shifts in consumer preferences away from alcoholic beverages.

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Business Models

Tenkiller Lakesider has the opportunity to explore various business models that align with its mission of producing sustainable, locally sourced ciders while fostering community involvement. By evaluating these models, the company can identify the most effective strategies for growth and impact within its target market of tribally owned businesses.

Direct Distribution to Tribal Businesses

This model involves distributing Tenkiller Lakesider ciders directly to tribally owned businesses such as restaurants, grocery stores, and casinos, leveraging the TERO certification to strengthen these partnerships.

- Strengthens relationships with tribal businesses
- Provides control over brand representation
- Supports community economic growth

X Challenges

- Requires robust logistics and distribution network
- Potentially limited market reach
- Dependence on tribal business demand

Collaboration with Local Chefs

Engaging with local chefs to create seasonal cider-infused dishes, this model enhances the culinary experience and promotes Tenkiller Lakesider as a premium product.

- Enhances brand prestige through culinary association
- Opportunities for cross-promotions
- Strengthens community ties

X Challenges

- Requires continuous innovation and collaboration
- Potentially high operational costs
- Reliant on chef partnerships

Subscription-Based Cider Club

Offering a subscription service where customers receive regular shipments of Tenkiller Lakesider's latest cider creations, providing a steady revenue stream and building customer loyalty.

- Establishes predictable revenue
- Builds a loyal customer base

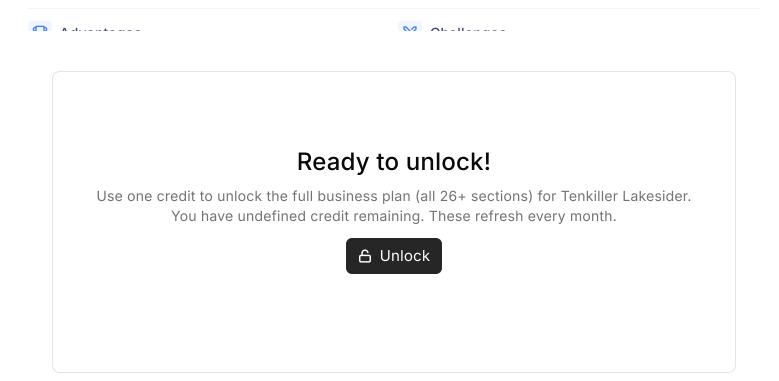
X Challenges

- Managing logistics of regular shipments
- Maintaining customer interest with novelty

- Allows for direct consumer engagement
- Potentially nigh customer acquisition costs

Local Market Vendor Partnerships

Partnering with local farmers' markets and events to directly sell ciders, this model focuses on community engagement and building a local customer base.



Viability Analysis



Tenkiller Lakesider demonstrates significant viability as a business, estimated at 85 out of 100. This estimate is based on several key factors:

Market Opportunity

The business addresses an underserved market by targeting tribally owned businesses in Oklahoma. The focus on providing locally sourced, sustainably brewed cider positions Tenkiller Lakesider favorably within an expanding craft beverage industry, which has seen substantial growth over recent years Craft Brewers Association.

Unique Value Proposition

The company distinguishes itself through its use of local apples and seasonal, chef-inspired cider-infused culinary experiences. This not only enhances customer engagement but also reinforces partnerships with local culinary experts and businesses, creating a unique market niche.

Community and Economic Impact

Operating as a TERO certified company, Tenkiller Lakesider supports tribal employment rights and community economic development. This initiative strengthens its relationship with the local community and aligns the brand with broader socio-economic goals, which can enhance customer loyalty and market penetration.

Sustainable and Ethical Practices

With a commitment to environmental stewardship through sustainable brewing practices, the company appeals to a growing segment of environmentally conscious consumers, supporting brand differentiation and enhancing long-term viability Sustainable Business Network.

Strategic Location

Located in Taniequan, Okianoma, Tenkiller Lakesider benefits from proximity to Lake Tenkiller, a popular tourist destination. This strategic positioning provides opportunities for direct sales and marketing, particularly during peak tourist seasons.

The confluence of these factors suggests a robust potential for growth and success, leveraging both market trends and local advantages to build a sustainable and impactful business model.

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Industry Overview

13%

Cider Market Growth Rate

\$1B

US Cider Industry Value

25%

Craft Beverage Market Share

The cider industry in the United States has been experiencing significant growth over the past decade, driven by a consumer shift towards craft beverages and a desire for unique, locally-sourced products. This trend aligns well with Tenkiller Lakesider's mission to produce high-quality, sustainable ciders.

Industry Growth

- Rapid Expansion: The cider market has expanded rapidly, with a substantial increase in popularity among consumers seeking alternatives to traditional beer and wine.
- Craft Beverage Movement: The growing craft beverage movement has played a critical role in the industry's expansion, encouraging consumers to explore diverse flavors and locally crafted drinks.

Consumer Trends

- Preference for Local and Unique Flavors: Consumers are increasingly drawn to beverages that boast local ingredients and unique flavor profiles, offering Tenkiller Lakesider a strategic advantage with its focus on locally sourced apples and small-batch production.
- Sustainability and Environmental Awareness: There is a rising demand for products that are produced sustainably, which aligns with Tenkiller Lakesider's environmental stewardship efforts.

Competitive Landscape

- Regional Producers: The industry is populated by numerous regional producers, each leveraging local produce and distinctive brewing methods to capture market share.
- Collaborations and Partnerships: Collaborations with local chefs and partnerships with communityoriented businesses are becoming more prevalent, creating opportunities for cross-promotion and brand enhancement.

Overall, the cider industry offers a promising landscape for Tenkiller Lakesider, with increasing consumer interest in craft, sustainable, and locally produced beverages. By leveraging these trends, Tenkiller Lakesider can build a strong market presence within its target market of tribally owned businesses.

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Target Audience



50% - Tribally Owned Restaurants

These establishments seek locally sourced, culturally resonant products like Tenkiller Lakesider ciders.

30% - Tribal Casinos

Casinos interested in unique beverages that cater to diverse clientele prefer local cider options.

20% - Tribal Grocery Stores

Stores focus on stocking local, traditionally crafted products to attract community-oriented shoppers.

The target audience for Tenkiller Lakesider's ciders includes a range of tribally owned businesses, emphasizing those with a focus on community, tradition, and quality. Our diverse customer base allows us to create tailored experiences and products that meet various needs while fostering partnerships that contribute to our community-centric goals.

Tribal Restaurants

These establishments prioritize offering locally sourced and culturally significant menu items to their patrons. They seek unique beverages that complement and enhance their culinary offerings.

Profile

- Culturally oriented
- Focus on local and organic ingredients
- Interested in unique dining experiences

Goals

- Provide a unique dining experience
- Support local suppliers
- Enhance menu with diverse options

* Behavioural Considerations

Frustrations

- Limited local suppliers
- Inconsistent quality from larger distributors
- Higher costs for unique offerings

Preferences

- Locally sourced products
- Eco-friendly packaging
- Seasonal and fresh ingredients

Where to Find

- Open to collaboration
- Value-driven purchasing decisions
- Prioritize community engagement

- Local culinary events
- Tribal food festivals
- Community business forums

Tribal Grocery Stores

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Market Size & Trends



The craft cider industry is witnessing a dynamic period of growth, driven by evolving consumer preferences and a heightened focus on sustainability. As Tenkiller Lakesider seeks to expand its footprint, understanding these trends is crucial. Here are three significant market trends that are shaping the cider brewing landscape.

Rise of Craft Beverages

Consumers are increasingly favoring craft beverages, which offer unique flavors and local authenticity over mass-produced options. This trend is propelled by a shift towards artisanal products that emphasize quality and craftsmanship.

Key Points

- Increasing consumer demand for variety and uniqueness.
- Higher willingness to pay for premium, locally produced products.
- Growing interest in supporting small and independent producers.

How to Leverage

- Highlight the unique flavors and artisanal nature of Tenkiller Lakesider ciders.
- Position Tenkiller Lakesider as a local brand that supports community and tradition.
- Collaborate with local chefs to create exclusive cider pairings and events.

Focus on Sustainability

Tenkiller Lakesider

Sustainability has become a central concern for consumers, influencing purchasing decisions across the beverage industry. Companies that adopt environmentally friendly practices are gaining a competitive edge.



- How to Leverage
- Increasing consumer preference for eco-friendly Emphasize Tenkiller Lakesider's sustainable

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Core Offerings

Tenkiller Lakesider specializes in crafting a diverse range of ciders designed to captivate the senses while emphasizing sustainability and local sourcing. Our offerings extend beyond traditional cider craftsmanship, incorporating innovative flavors and experiences that appeal to our target market of tribally owned businesses. Through strategic partnerships and community engagement, we ensure that each product not only meets quality standards but also aligns with cultural and economic objectives.

Signature Apple Cider

A classic cider brewed from locally sourced apples, offering a refreshing and crisp taste that honors traditional cider-making methods.

- Locally sourced ingredients
- Traditional brewing methods
- Crisp and refreshing taste

② Target Audience

- Tribally owned restaurants
- Grocery stores within tribal regions
- Tribal casinos and entertainment venues

Marketing & Promotion

- Focus on regional and tribal events
- Collaborations with local restaurants and chefs.
- Sampling campaigns in grocery stores

X Challenges

- Seasonality of apple supply
- Competition with established brands
- Maintaining quality with scaled production

Pricing Strategy

- Competitive pricing against regional ciders
- Bulk purchase discounts for tribal businesses
- Special offers during seasonal events

Execution Strategy

- Establish strong relationships with local apple suppliers
- Maintain high-quality production standards
- Ensure consistent supply chain and distribution

Seasonal Cider Varieties

A range of limited-edition ciders featuring seasonal flavors such as spiced autumn apple and summer berry blend.

- Unique seasonal flavors
- Limited edition appeal

X Challenges

- Predicting demand for new flavors
- Securing seasonal ingredients

Tenkiller Lakesider

- Alignment with local agricultural cycles
- ② Target Audience
- Culinary enthusiasts
- Event planners for special occasions

- Managing production timelines
- Pricing Strategy
- Premium pricing due to limited availability
- Special launch promotions

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Expansion Opportunities

Tenkiller Lakesider is exploring unconventional expansion opportunities that extend beyond our core cider offerings. By thinking outside the box, we're identifying potential products and services that align with our mission and values, while also presenting innovative approaches to reach new markets and audiences. Here are ten creative ideas, considering the unique characteristics of our brand and community.

Cider-Infused Spa Treatments

Develop a line of spa treatments using cider ingredients, such as apple enzyme facials and cider-infused body scrubs, to provide a unique and natural wellness experience.

Advantages

Capitalizes on growing wellness trend Utilizes cider's Ensuring product safety and efficacy Maintaining natural benefits for skin care Expands brand presence into lifestyle markets

Target Audience

Wellness enthusiasts Spa and beauty industry professionals Environmentally-conscious consumers

Marketing & Promotion

Partnerships with local spas and resorts Social media influencer campaigns targeting wellness circles Participate in wellness and spa trade shows

Challenges

brand consistency with core cider offerings Navigating regulations for cosmetic products

Pricing Strategy

Premium pricing for boutique spa services Bundled packages for multiple treatments Seasonal discounts during off-peak periods

Execution Strategy

Collaborate with spa professionals to develop and test treatments Create branding that emphasizes natural and local ingredients Launch a pilot program in select locations

Cider-Themed Adventure Park

Create an adventure park near Lake Tenkiller with activities inspired by the cider-making process, such as apple picking, cider tastings, and fermentation workshops.

Advantages

Combines outdoor adventure with educational elements Promotes local tourism and support for

Challenges

High initial investment for infrastructure Seasonal dependency impacting visitor numbers Safety

tribal businesses Engages a diverse audience of all ages

regulations and liability concerns



② Target Audience

Pricing Strategy

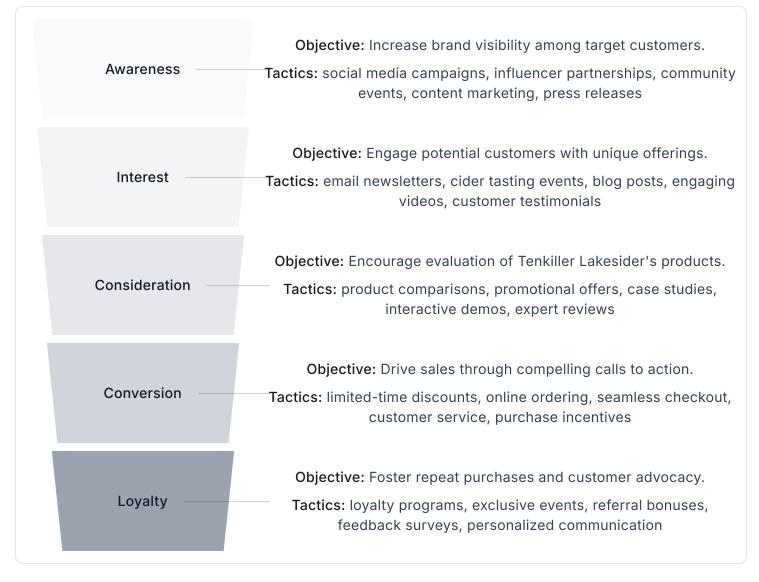
Families and tourists School groups and educators Outdoor enthusiasts

Tiered ticket pricing based on activities Memberships for frequent visitors Group discounts

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Marketing Overview



Tenkiller Lakesider's marketing strategy is designed to establish the brand as a leader in sustainable and community-focused cider production, while driving growth through targeted partnerships and distribution channels.

Approach

Our approach centers on leveraging local resources, nurturing collaborations with tribally owned businesses, and promoting our unique product offerings. By focusing on sustainability and community involvement, we aim to create a loyal customer base and enhance brand reputation.

Goals

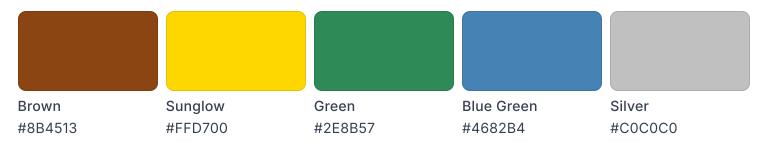
Tenkiller Lakesider

- 1. Increase brand awareness among tribal and local communities.
- 2. Develop and maintain strategic partnerships with local businesses.
- 3. Expand market presence into neighboring regions.
- 4. Drive sales through innovative cider experiences and collaborations.
- 5. Foster community engagement and sustainability initiatives.

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Branding & Identity



Earthy tones inspired by nature and traditional tribal motifs.

Logo Idea

A stylized silhouette of Lake Tenkiller with an apple integrated into the lake's reflection, surrounded by a border of tribal patterns that symbolize community and heritage.

Typography

The main font, Open Sans, is chosen for its readability and modern appeal, reflecting the contemporary twist on traditional cider-making. The secondary font, Cormorant, adds a classic touch that evokes the timeless nature of the brand's values.

Imagery & Photography

Images of lush apple orchards, the serene Lake Tenkiller, and community gatherings, capturing the essence of local nature and the spirit of togetherness.

Brand Voice

Friendly, authentic, and community-focused, speaking with warmth and genuine care.

Brand Values

Sustainability, community, tradition, quality, and innovation.

Brand Personality Traits

Welcoming, innovative, respectful, and environmentally conscious.

Customer Promise

To deliver exceptional cider that not only delights the palate but also supports and uplifts the community.

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Customer Retention

Customer retention is crucial for the sustained growth and success of Tenkiller Lakesider. Retaining customers not only ensures steady revenue streams but also fosters brand loyalty and strengthens relationships with tribally owned businesses. Here are six strategies to enhance customer retention for Tenkiller Lakesider.

Loyalty Program for Tribal Partners

Develop a loyalty program that offers exclusive benefits to tribally owned businesses that regularly purchase from Tenkiller Lakesider.

Key points

- Exclusive benefits for partners
- Encourage repeat business
- Strengthen brand loyalty

Y Opportunity

- Strengthen relationships with key tribal partners
- Encourage repeat purchases through incentives
- Increase brand loyalty within the tribal business community

- Designing a meaningful and attractive rewards system
- Managing and tracking loyalty points and redemption
- Communicating program benefits clearly to partners

Execution Strategy

- Research successful loyalty programs in similar industries
- Implement a points-based system for regular purchases
- Regularly review and update the program based on partner feedback

Seasonal Tasting Events

Host exclusive seasonal tasting events for tribal partners featuring new and limited-edition cider flavors.

Key points

- Exclusive tastings
- Community engagement
- Industry innovation

Y Opportunity

★ Challenges

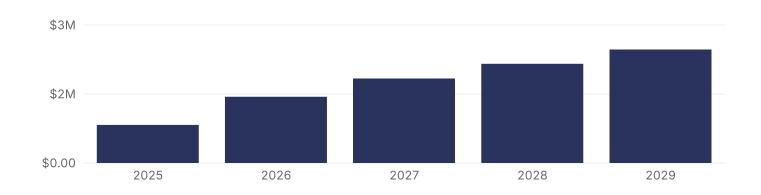
- Coordinating event logistics and scheduling
- Ensuring adequate product availability for events
- Engaging partners to attend the events

- Snowcase new cider flavors to key partners
- Foster community engagement and relationship building
- Position Tenkiller Lakesider as an innovator in the cider industry
- Plan events during peak cider seasons
- Collaborate with chefs to enhance the tasting experience
- Use events as a platform for feedback and suggestions

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Revenue



+ Add Revenue Stream

Monthly Data

Revenue Stream	2025	2026	2027	2028	202
Direct Cider Sales	\$139,508	\$157,201	\$177,138	\$199,603	\$224,91
Culinary Experience Events	\$76,095	\$85,746	\$96,620	\$108,874	\$122,68
Subscription Cider Boxes	\$472,612	\$1,039,907	\$1,384,170	\$1,648,618	\$1,894,9
Private Label Collaborations	\$63,413	\$71,455	\$80,517	\$90,729	\$102,23
Cider Tastings	\$76,095	\$85,746	\$96,620	\$108,874	\$122,68
Total Revenue	\$827,722	\$1,440,054	\$1,835,066	\$2,156,698	\$2,467,43

Team & Roles

At Tenkiller Lakesider, we believe that our team is the backbone of our success. Each role is carefully crafted to ensure that we maintain the quality and integrity of our brand while fostering an innovative and inclusive culture. Here are six pivotal roles that drive our operations:

Head Cider Brewer

Responsible for overseeing the entire cider production process, ensuring quality and consistency in all batches.

Responsibilities

- Manage the cider brewing process from start to finish
- Develop new cider recipes and improve existing ones
- Maintain compliance with safety and health standards
- Typical Cost To Hire

\$70,000 - \$85,000

② Personal Attributes

- Creative and innovative thinker
- Detail-oriented with strong organizational skills
- Passionate about sustainable practices

Oriving Motivators

- Desire to lead a team in crafting unique ciders
- Commitment to quality and excellence in brewing
- Enthusiasm for sustainable and local sourcing

Marketing Director

Leads the marketing efforts to promote Tenkiller Lakesider's brand and expand its presence in the market.

Responsibilities

- Develop and execute marketing strategies
- Manage social media and online presence
- Coordinate with sales team to align marketing efforts
- **5** Typical Cost To Hire

Personal Attributes

- Strong communicator and team collaborator
- Innovative with a strategic mindset
- Adaptable to changing market trends
- **Oriving Motivators**

- Passion for brand storytelling and community engagement
- Drive to increase brand recognition and market share

Sales Manager

Enthusiasm for culturally relevant marketing

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