



Keggers aka Kegs “R” Us

Team 2:
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Keggers: General Idea

What Do We Do?

- Access to pickup/reserve kegs based on user feedback

How Do We Do It?

- Liquor store owners have subscriptions for spots on the website

Business Model?

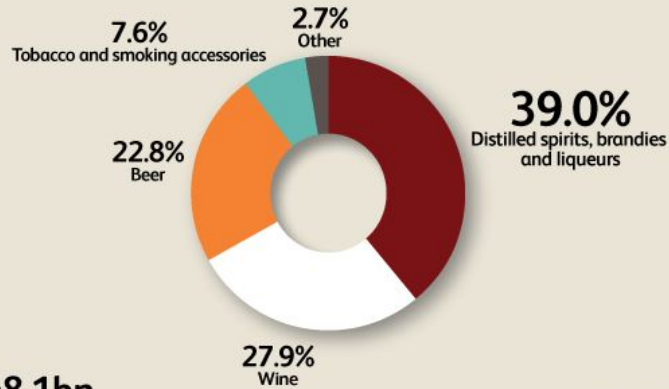
- B2C (Vortal: Kegs)

Revenue?

- Subscription Model

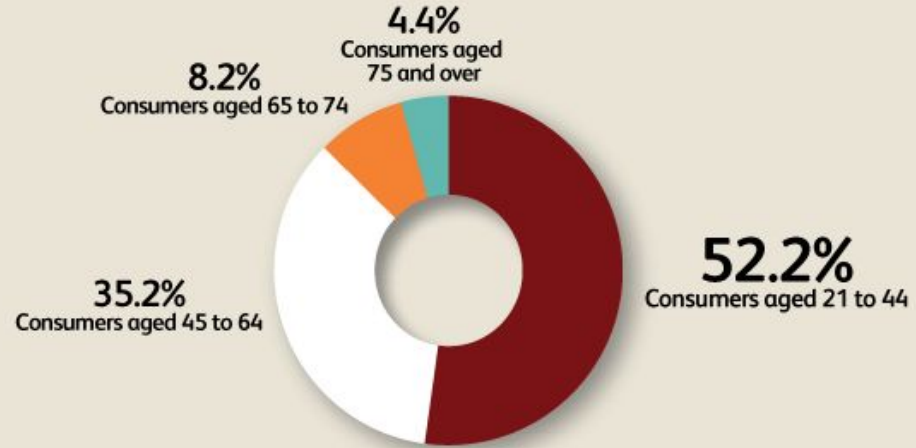
Market

Products and services segmentation (2015)

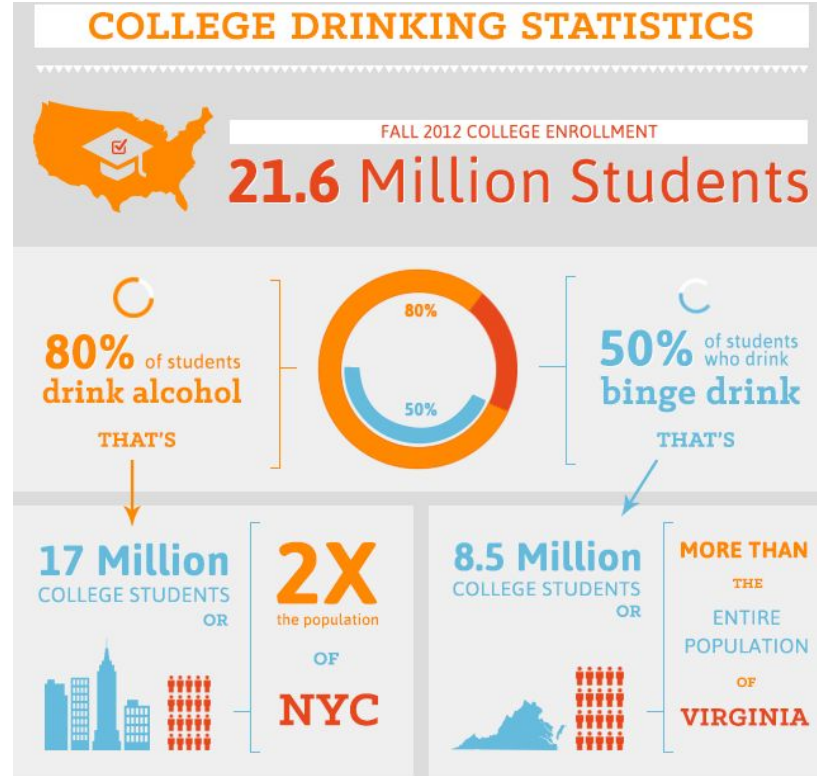


Total \$48.1bn

SOURCE: WWW.IBISWORLD.COM



Market



Analysis of Competitors

Total Wine
SPIRITS • BEER & MORE

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[Guides & Advice](#)

[Find a store](#)

[Account](#)

[Shopping List](#)



Search by keyword or item ID



[Wine](#)

[Spirits](#)

[Beer](#)

[Accessories & More](#)

Your store



Union, NJ



Total Wine & More's
TOP
2015
WINES OF

**OUR ANNUAL
SELECTION
OF EXCEPTIONAL &
HIGHLY RATED WINES**

Available now

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Analysis of Competitors

BevMo!

[Sign In / Register](#)

[My ClubBev!](#)

[Track an Order](#)

[Find a Store](#)



[Need Help?
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[SPIRITS](#)

[BEER](#)

[SODA SHOP](#)

[& MORE](#)

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[TASTINGS](#)

[PARTIES & WEDDINGS](#)

You have 0 item(s) in your [basket](#)

[CHECKOUT](#)

Search

Item # or keywords

[Go](#)

View inventory available for

Shipping to California



SHOP ONLINE &
PICK UP IN 1 HOUR



EARN A 5% REWARD
[VIEW DETAILS](#)

[BevMo Home](#) > [Beer](#) > [Kegs](#)

New:

[Craft Beer](#)

Type/Varietal:

[Amber Hybrid Beer](#)

[American Ale](#)

[Belgian and French Ale](#)

[Belgian Strong Ale](#)

[Bock](#)

[Dark Lager](#)

[English Brown Ale](#)

[English Pale Ale](#)

[European Amber Lager](#)

[Fruit Beer](#)

[German Wheat and Rye Beer](#)

[India Pale Ale](#)

[Light Hybrid Beer](#)

[Light Lager](#)

[Pilsner](#)

[Porter](#)

[Specialty Beer](#)

[Standard Cider and Perry](#)

[Stout](#)

Country:

[USA](#)

[Mexico](#)

[Germany](#)

[England](#)

[Belgium](#)

[Canada](#)

[Czech Republic](#)



OVER 100 KEGS AVAILABLE!

**FOR KEGS THIS WEEKEND:
CALL YOUR LOCAL STORE TO RESERVE**

Kegs are only available for pick up so make sure you're looking at inventory available for "in-store pick up".

Showing 1 - 10 of 160 Results

Sort by [Top-Rated by Critic](#)



[Buy](#)

Samuel Adams Boston Lager

91 PTS ALL ABOUT BEER. Bright amber hue. Floral, piney, and citrus aromas of Hallertau Mittelfruh hops, balance roasty caramel and toffee, malt notes. Medium bodied with a crisp hop finish.

Members' Ratings
★★★★★ (1)

\$84.99

» 5 GAL KEG

⌚ Kegs must be pre-ordered and will be available in 4 days. (9/19/2015) Microbrews and specialty beers may require a longer lead time. Please contact your local store for availability.



[Buy](#)

Mendocino Red Tail Ale

From the heart of wine country comes Mendocino's Red Tail Ale, one of the finest American ales made today. Ironically, its fruity aroma may remind you of a Riesling wine.

\$87.99

» 5 GAL KEG

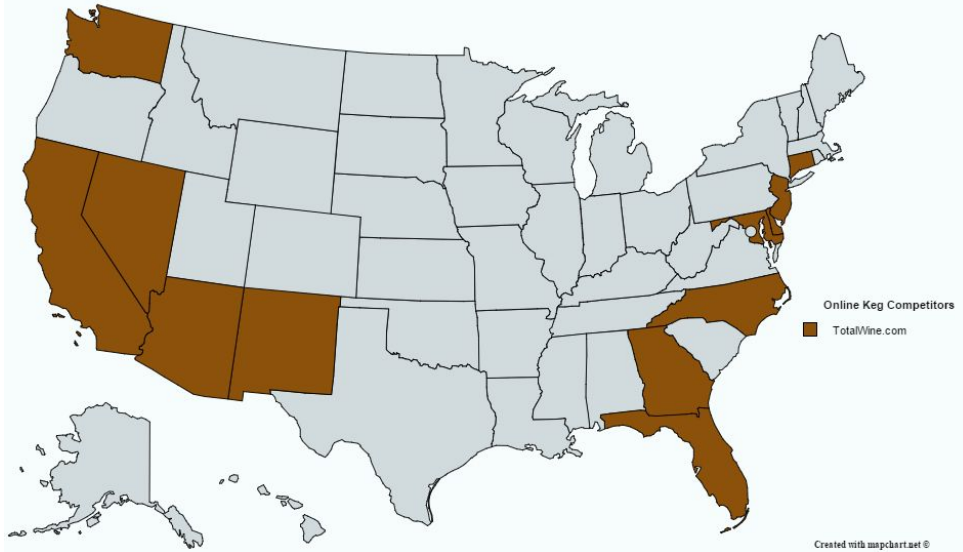
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Competitive Advantage



Competitive Advantage

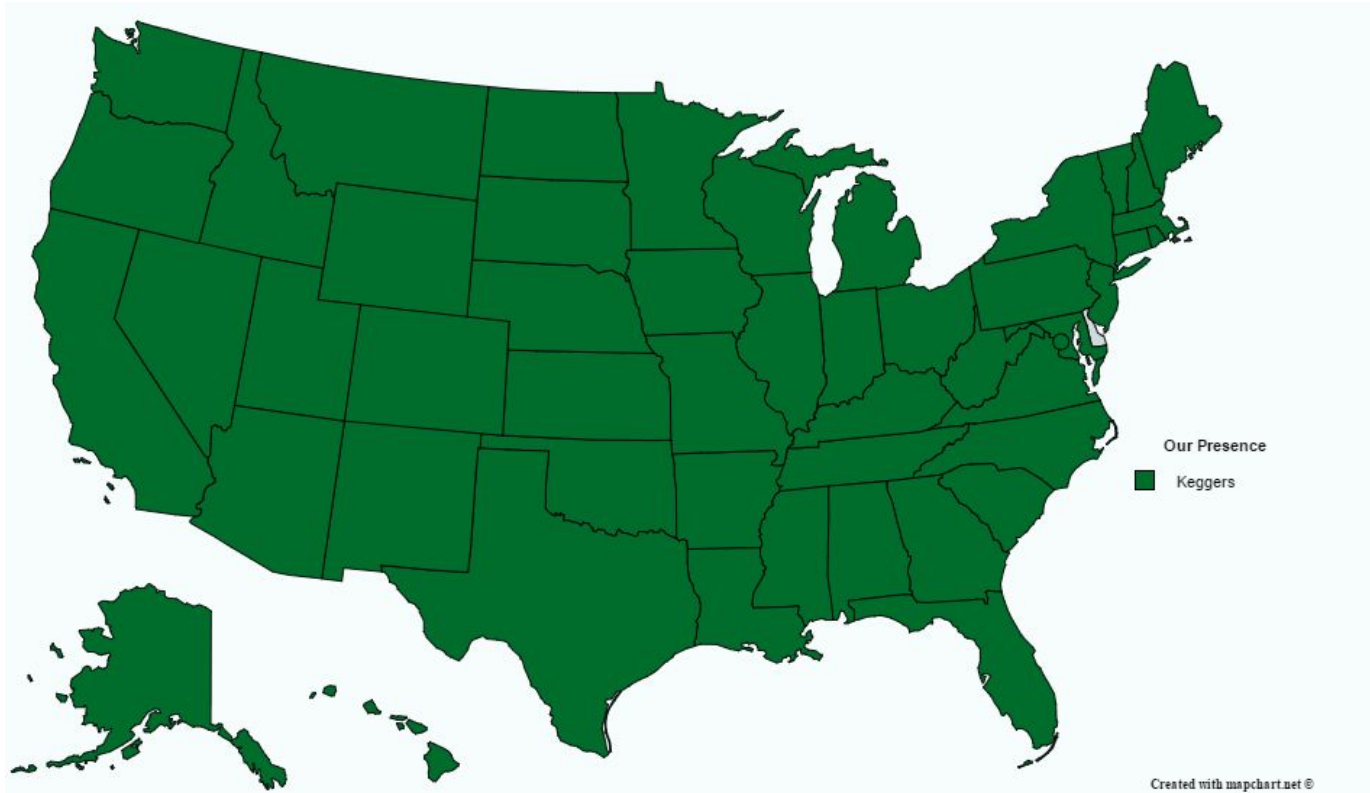
TotalWine.com



BevMo.com



Competitive Advantage



Risk Analysis and Business Challenges

General Enterprise Business Risks

→ Because our business lacks a storefront and doesn't have an inventory, we are not subject to the same risks that some of our competitors might have.

- ◆ Risk Immunities
 - No Distribution Management
 - No need for product Quality Control
 - Inventory Management
- ◆ Risks
 - Marketing/Promotion failure
 - Acts of Nature
 - Unreliable partner inventory
 - Communication Issues With Partners



Risk Analysis Cont.

Industry Specific Risks



- This industry is saturated with different players requesting location and inventory based information from liquor stores. Store owners have become suspicious and less trusting
 - ◆ Insufficient number of participating liquor store owners
 - ◆ Partnering with stores that maintain poor or unreliable inventory management
 - Joint Credibility with partners

- Risk Management
 - ◆ Low annual participation cost for liquor stores along with free trials to demonstrate our service value
 - ◆ Maintaining Credibility with our customers hinges on our ability to maintain accurate inventory information.
 - We will keep track of each unsuccessful reservationS and provide details to the store owners to make them aware of their loss in business. This is in hopes that they will address the issue.

Risk Analysis Cont.



Company Specific Risks

- We will provide users of the site/app with a large amount of the information that they seek, prior to any transaction.
 - ◆ They may simply use our site to view nearby liquor stores with their product and leave without a purchase

- Risk Management
 - ◆ We plan to recoup some of the losses from customers who decide not to complete their reservations on our site with the revenue received from participating stores that pay the annual fee.
 - ◆ Because the annual fee will be low, we will need to develop a network of liquor stores as quickly as possible.
 - free trial period

Timeline of Project and Technological Challenges

- Business Assessment (1 year - 10 months before opening)
 - Strengths and weaknesses, costs (Web hosting, fees, offices, etc.), financial resources (personal credit assessment, funding)
- Background Research (10 - 7 months before opening)
 - Licenses, registrations, and/or legal requirements, Insurance and tax policies, Attorney and accountant consultations
- Build Infrastructure (7 - 4 months before opening)
 - Design app and website, front, back-end development, software for both business and users
- Marketing and Finishing Touches (4 - 1 months before opening)
 - Marketing campaign, advertisements, hire/train employees, open

Timeline of Project and Technological Challenges

- Information Security/Privacy
- Communication
- Data Management/Loss
- Efficient Website/App
- Proper/Updated Hardware