

UNIVERSIDAD ESAN



easy brewers
BUSINESS PLAN

In collaboration with:



**Research project presented in partial satisfaction of the requirements to
obtain the degree of Master in Business Administration by:**

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1. Executive Summary

Who are we and why now?

Easy Brewers is the first subscription-based home beer brewing company in Canada. After a rigorous customer discovery process focused on design thinking and lean startup methodologies we have developed a simple yet precise line of home brewing products designed to create an experience around brewing beer. We have designed a reusable beer kit, accompanied by high quality ingredient packs allowing the home brewer to experience different styles of beers through our 3, 6 and 12-month subscription offers.

Today, in Canada approximately 74% of alcohol consumption is done at home, internet penetration is one of the highest in the world, while the past 15 years have seen an enormous rise in popularity for craft beer and entered the mainstream, opening an opportunity to reach an audience of users open to try new and interesting ways to consume and interact with beer.

Business Model & Go-to-Market

Our path to acquiring customers while building a community around our brand initiates with creating a true home brewing experience. Educating our customers and potential users through engaging and relevant content-based marketing is the most efficient path to creating value and capturing the attention of our target market as the referential home brewing solution. Easy Brewers is therefore focused on repeatedly providing a growing base of customers initially via the sales of our turnkey brew kit and subsequently with a subscription-based product offer with our rechargeable beer ingredient packs. The latter component of our product offering serving as the reinforcing and experiential portion in the brewing journey.

Reaching and enabling our community via online e-commerce is the main channel to access our target customers and simultaneously our retail and craft beer community presence will add to our strategic goals. The combination of both our online and offline interactions with our customers will act as a tool to increase engagement with the specific goal of maintaining a solid rate of retention within our customer base.