UNIVENTURE 2019

ALMᴀTEK

Business Plan for UniVenture 2019

Authors:
Atdhe Ajdini
Felix Mader
Margherita Di Mezza

Alessio Simone
Mario Zelaschi
Natalia Zelaschi

Contents

alma-TEK

Business Plan for UniVenture 2019

a. Description of the business idea and their competitive advantages

a.1. General introduction and problems in the market that lead to the creation of the solution

Digital technologies, having entered consumer life and all industrial and economic processes over the last twenty years, are experiencing a second evolution, transforming the way in which services and products are designed, manufactured, used and maintained in what is called a fourth industrial revolution, "Industry 4.0". The key theme is the digitalization and integration of all the individual assets into a single digital ecosystem, where the focal point is the generation, analysis and sharing of data in an integrated and natural manner within the context of all business processes.

Obtaining large amounts of good quality data is essential to providing sufficient and meaningful input, but alone it's not enough to bring value. The ability to analyze the data gathered and derive insights from such analysis is in fact the key driver in generating value for companies. Being able to build an objective, analytical, and precise view of their consumers, companies will be able to respond flexibly and quickly to their requests, guiding them in choices in a predictive manner and anticipating their customer's needs. This in turn will enable companies to gain a competitive advantage.

The average consumer in fact expects a high degree of digital involvement when interacting with products and services they come into contact with, and the growing demands in terms of customization/personalization of the offer (both products and services) means that companies

will be able to capitalize on the data acquired, using them proactively to offer an efficient and exclusive service in a continuous virtuous cycle, becoming market leaders.

This is particularly true for the food and beverage sector, where the very characteristic of being in direct contact with the consumer and its intrinsic volubility (volatility) requires the companies that operate in this industry to act in new and innovative ways. Capturing consumer preferences is a key process to remaining competitive in the market and there is an increasing need to find new promotional strategies, through marketing initiatives more oriented to the construction of value over the long term, where real-time personalization is a key success factor. Reaching multiple groups of consumers with appropriate messages becomes decisive for the variability of the offer: the development of new digital media constitutes in this sense an opportunity to differentiate the communication strategy and personalize the messages on specific consumer targets.

Although Big Data technologies are becoming a strategic asset for companies to innovate and remain competitive in the market, the adoption of digital processes and data analysis in the food and beverage sector is still fragmented and limited to specific processes with poor communication with each other.

The supply of beer in public establishments, in particular, characterized by growing numbers and still bound to traditional selling and serving techniques, sees reduced investments in technology compared to the market trend and has remained almost impermeable to the digitization and computerization that today almost every product or service on the market invests (employs/Uses). Therefore, it is a sector permeable to those able to propose innovative selling formats, especially if based on digital technologies.

The tapping of the beer takes place through purely mechanical devices, leaving the initiative of the single managers to decide on the possible collection of data on consumption and customer preferences. Oftentimes (most of the time) data is collected in an analogic way and, even when data is gathered, this remains confined to that specific establishment, leaving the supply and production chain blind on how the product is actually sold to consumers.

Relations and commercial negotiations between bars/pubs and the other players in the supply chain are typically carried out in an analogical manner, without the support of reliable and analytical data on sales volumes but more based on the experience and gut feeling of operators.

Finally, consumers today increasingly expect a digital experience in all aspects of daily life, and the marketing and promotion of beer is typically traditionalist.