2016 Parrish Library Case Competition

Craft Brewery in Alexandria, Kentucky

This year’s Parrish Library Case Competition focuses on a real startup, Alexandria Brewing Company. ABC Brewery will make exceptional craft ales and lagers and contributes to the growing craft beer community in the Greater Cincinnati (Northern Kentucky, Southwest Ohio, and Southeast Indiana) Area. Along with the production of craft beer, the brewery plans to have an on-premises taproom and exterior beer garden.

You will assist Alexandria Brewing Company by creating a market analysis. Analyze the craft beer market nationally as well as locally in Ohio/Kentucky/Indiana to provide insights on the target customers, trend analysis, and action plan. Your market analysis should include tactics and strategies as well as defined target markets. ABC will be judging the case, as well as librarians and other professionals.

Attached is a document about ABC with the following information:

1) General Company Description

2) Product and Services

3) Startup Expenses

4) Financial Plan

5) Growth Plan

Your presentation and executive summary should include

* A defined target market (demographics, geography, psychographics)
* Implementation/Action Plan for a marketing strategy
* Trend Analysis – What is working national and locally in terms of strategy? What is failing?
* Processes or models that would help ABC understand the market, or suggest innovative solutions
* Explain how alternatives were evaluated before reaching your final recommendation
* What products or marketing tactics should they focus on first? What concrete steps should they take?

Deliverables: submit here: <http://tinyurl.com/parrishcasedrop>

* PowerPoint
  + Labeled Teamname\_presentation
  + 15-25 slides for a 25 minute presentation
  + Can include comments on each slide about what would be said at the point in the presentation
  + Please Research Responsibly: Should include Works Cited, APA formatted, parenthetical citation on each slide
* Executive Summary (1 page); Each executive summary should:
  + Be labeled Teamname\_execsummary
  + Describe the problem, need, or goal
  + Describe the proposed solution and the desired outcome
  + Explain how marketing alternatives were considered
  + Summarize findings
  + Does not need a separated Works Cited, can use parenthetical citation and cite things on the citation slide of the PowerPoint

Use a combination of library resources and web resources. Your team will be evaluated on the following:

* Definition of the problem and key supplemental issues
* Use of the business information in business decision
* Overall Analysis (trends, processes, or models)
* Evaluation of alternatives
* Implementation/Action Plan
* Presentation/storytelling skills and PowerPoint clarity