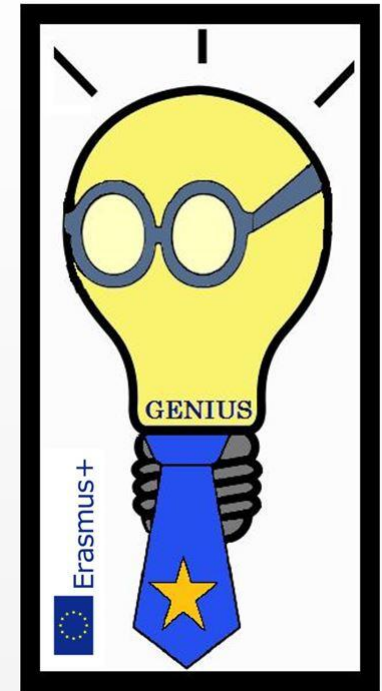




# *Business plan of Greek team*

# *WILD HEAVEN Microbrewery*

*“younG ENterpreneurs In eUropean Schools”  
Genius Project*



3<sup>rd</sup> meeting, Lovisa,  
January 2017



*Wild Heaven*

# *Management Executives*

## President/CEO:

- Eva Tziritaki

## Finance Manager:

- Nikos Simantirakis

## Promotion Manager & Advertising:

- Christianna Kirck

## Production Manager:

- Josephine Tzouganaki

## Scientific Research:

- Fotini Mavridaki

## Human Resources Manager:

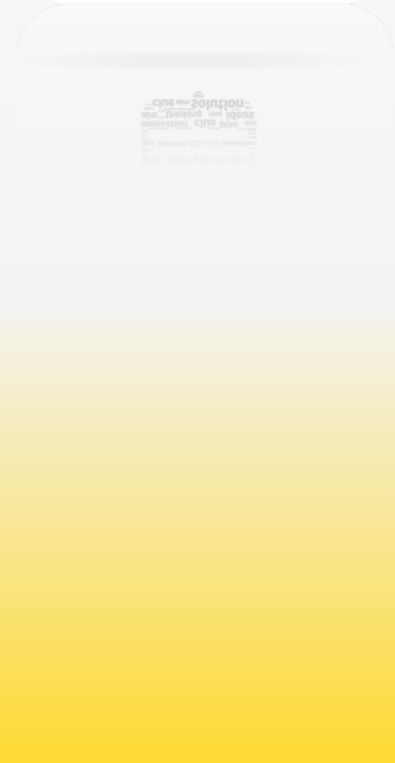
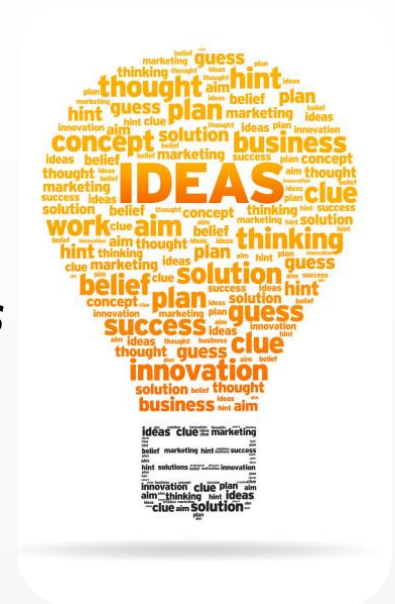
- Emma Diamantaki

# Main Idea

- ✓ *Our brewery's leading priority is the creation of fresh, unpasteurized, full flavored beers that will fulfill the needs of the most demanding customers*
- ✓ *Our desire is to offer to local people and visitors, a fresh, delicious beer, different from others in the market, with excellent, mainly Greek ingredients, available in draft, blonde and dark style at first.*

## WILD HEAVEN'S PRODUCTS

- ✓ *Draft.*
- ✓ *Blonde.*
- ✓ *Dark.*
- ✓ *Spice-Herb.*
- ✓ *Fruits (strawberry, orange, Grapefruit).*



# *About our business area*

- *The majority of the microbreweries in Greece belong to local people and they're settled on islands or in the province which suffer from unemployment.*
- *The number of the Greek microbreweries has triple sized in the past seven years. Today there are thirty five (35) Greek microbreweries in the area.*
- *Their products frequently get awards on international forums and are exported in significant markets.*

# *Positive Aspects*

- *Normal prices.*
- *Creative idea.*
- *Growing trends of Tourism in Greece.*
- *Eco-friendly process of production*
- *Strengthen the local economy and community, purchasing from local suppliers*

# *Negative Aspects*

- *Seasonal consumption.*
- *Possible delays and cancels from our abroad suppliers.*
- *We have to reduce our staff workers because of the lower consumption in the winter period.*
- *We are not known yet on the Greek market as a brewery company*



# SWOT analysis



## Strengths

- *High quality local products*
- *We use water from the Cretan White Mountains.*
- *It's a worldwide known drink, so there are perspectives of mass consumption*

## Weaknesses

- *Seasonal consumption.*
- *Experienced, known in the market, popular competitors.*
- *Capital controls due to economic crisis.*

## Opportunities

- *Fresh and biological product must be consumed in 5 days*
- *More chances to expend our business through the summer months.*
- *Recycle solid and liquid wastes*

## Threats

- *Rough weather conditions can destroy essential products that we use.*
- *We receive products from abroad and that's a risk because of the distance.*

# *Target group-Customers*

- The target group is people who are over 18 years old and mostly young people from ages 18 to 30.*
- The customers will have the opportunity to buy the product from local restaurants and kiosks.*
- We will advertise our products with giving leaflets on the street, make a page on Facebook and on other social media platforms, through the radio and on local channels and pay stores to promote us.*





# Market - Promotion



- The market is extended in the island especially in the summer due to tourism.*
- Strong social media presence, buying ads on Facebook targeting the young beer-drinking audience.*
- Home brewing competition.  
People bring in their home brewed beer and the winner gets an award and the right to get help and knowledge from our factory.*
- The wild heaven treasure hunt.  
Hide our logo throughout the city and for each one that is found the person will get a free dozen of beers and other awards .*

# Competitors



*Our competitors are big companies from other countries and local small ones.*

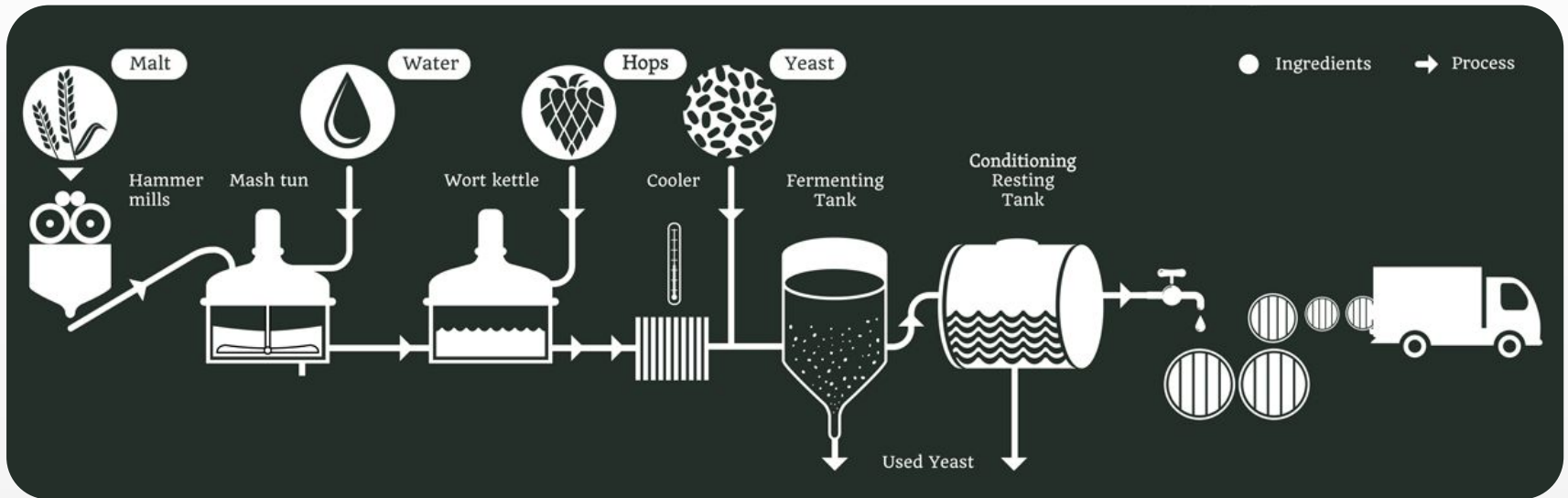
## Pros

- Other companies have more experience , they are known in the market and they have a base of people who buy their product .

## Cons

- Most of them are not local, they don't use organic ingredients. Furthermore the difference between our product from theirs is that our product is not filtered and pasteurised which as a result has a better taste and quality.

# Brewing Process



1. *Water*
2. *Malt*
3. *Mashing*
4. *Lautering*
5. *Boiling & hopping*

6. *Hop separation & cooling*
7. *Fermentation*
8. *Cellars & packing*
9. *Product quality*

# *Sustainability*

## *Natural Environment – Healthy Communities*

- *Focus on the packaging of glass bottles, not cans.*
- *Use solar energy which is available on our island the whole day, almost every season.*
- *Mixture of water and solid wastes can be given to farmers for animal food.*
- *Our principle is to build a sustainable business and, at the same time a healthy community.*
- *Lighting-using LED as the main choice at all sites.*



# *Sustainable economy*

- *The well being of our local community is essential to our own success. We aim to build a network of relationship which delivers sustainable benefits, to mutual advantage.*
- *Where quality and continuity can be provided we purchase from local suppliers, helping to boost the local economy. We not only promote the fact that we purchase locally, but specify where the product comes from.*



# Operating expenses

| Expenses division | Description   | Cost per/100lt of beer (€) |
|-------------------|---|----------------------------|
| Malt              | Cost per 100kg malt:150<br>Required malt per 100lt beer:18kg                                | 27,00 €                    |
| Hops              | Cost per 100kg hops:1300<br>Required hops for 100lt beer:0,33kg                             | 4,00 €                     |
| Yeast             | Cost per 100kg yeast:110<br>Required yeast for 100lt of beer:0,05kg                         | 5,00 €                     |
| Water             | Cost per 100m <sup>3</sup> of water:1000<br>Required water for 100lt beer:0,3m <sup>3</sup> | 3,00 €                     |
| Energy            | Approximately   | 10,00 €                    |
| Maintenance       | Includes the expenses for cleaning,<br>disinfection and repairs                             | 6,00 €                     |
| <b>Total</b>      |   | <b>55,00 €</b>             |

# Expenses And Income



## Stable expenses

| Expenses division   | Description:  | Cost €         |
|---|---|----------------|
| Machinery cost:   |   | 300.000        |
| Production Plumbing, waste, electrical, heating, cooling, etc.: | Other investments in facilities related to beer production Plumbing, waste, electrical, heating, cooling, etc.: | 50.000         |
|   | <b>Total expenses:</b>  | <b>350.000</b> |

# *Expenses And Income*



## **INCOME - FUNDING**

- 1. *Selling our products***
- 2. *European funding up to 60% of our need***
- 3. *Bank loans 40% of our need***





- Στην υγειά μας...
- Cheers
- Na zdravie
- Cin cin
- Skål
- Kippis