

Objective of this assignment is to interview ideal and additional decision-makers in order to produce a customer assumption brief. The assumptions that I will cover are the following: types of customers, customer problems, a day in the life of my clients, organizational map and customer influence map, ROI (return on investment) justification, and minimum feature set.

My information for my assumptions is derived from ENT 645 Positioning Grid and Analysis and ENT 670 Potential Customer Interview assignments.

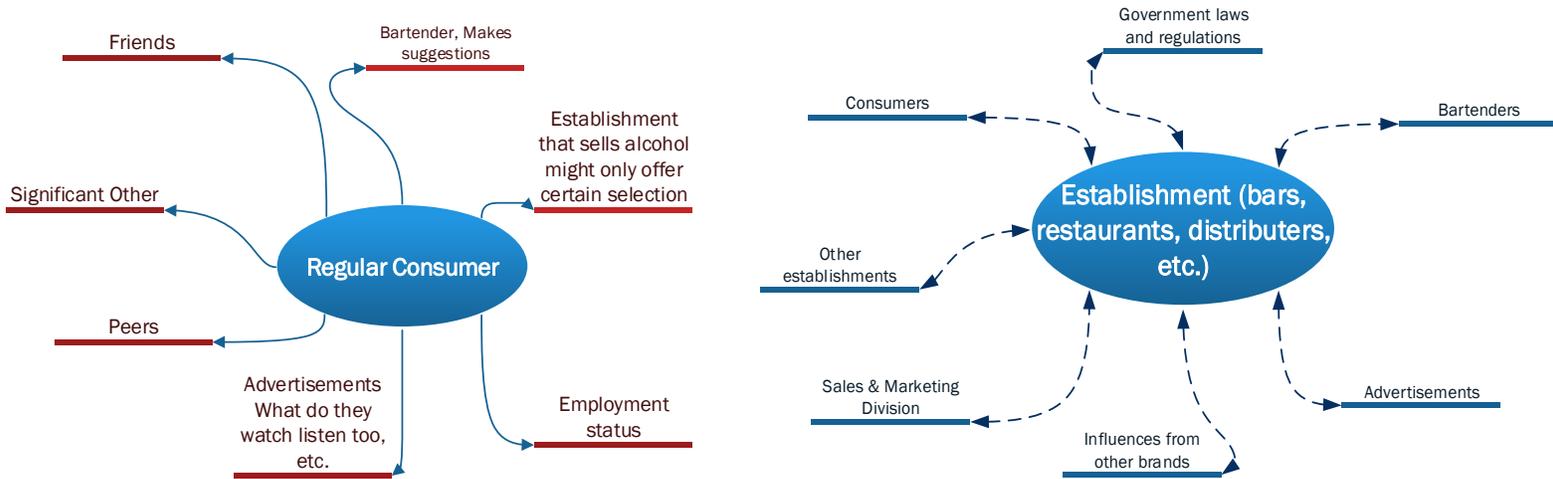
Types of Customers

My end users or day-to-day users of my product are bartenders and those that consume my product. My typical or ideal customers are working adults that: drink on occasion, prefers high-end drinks, social drinkers, a likable person who shares their experiences through social media, and someone that is adventurous. Bartenders, club owners, restaurant owners, and anyone that sells alcohol are major end-users of my product; I considered this group my extended customer group. In my situation, customers that tend to be influenced also tend recommend products. The span of influence for my company ranges from a friend that encourages another friend to partake of a particular drink to the restaurant owner that suggests to the bartender to promote a certain brand that given month. My economic buyer is customers that go out to the liquor store to buy my products. These economic buyers can also be associated with the mom and pop restaurant owner, major sports bar, clubs, etc. The decision makers are the owners of alcohol selling establishments, individual consumers, owners of distribution companies, party organizers, etc. Saboteurs that can inhibit my business are vast. Any significant well-established product e.g. Grand Marnier, Belvedere and Ciroc, will be major players in disrupting my progression in the industry. The advertisement and financial advantage is a major reason that these types of companies continue to hold significant influence on the sale of alcohol.

Customer Problems

The major problem that my initial client group had with their particular brand was the cost association with buying and consuming alcohol. Alcohol is a discretionary product however, that being said people would buy what they can afford. The other major factors that influence my customers is the effects that alcohol has whenever the individual consumes too much. Overall, the initial group of customers enjoyed their favorite brand of liquor. Despite that love for their favorite brand or brands of alcohol, most of my clients that I interviewed would or have tried different brands of liquor. Conducting interviews with brewery distilleries they alluded to two major problems that distributors, restaurants, clubs, etc. might have in regards to their product. These major problems are sales and keeping up with demand.

Organizational Map and Customer Influence Map



ROI Justification

ROI justification customer hypothesis will be slightly difficult for me to formulate; the cost associated for customers to change brands is little to none. In order for the businesses (bars, restaurants, etc.) to switch brands it would need to be profitable for them, which means that I would need to wholesale my merchandise to undercut my competitors. I do not know how much my brand will cost because I have not produced any product; I plan to produce my product in the summer. I hope that by the end of the summers I can get a definite picture in regards to how much it will cost me to generate a batch of each of my products.

Minimum Feature Set

Based on the interview that I conducted, the minimum criterion that my ideal buyer requires are smooth taste, reasonable cost, quality, and the ability to get them intoxicated. These requirements along with a unique flavor are what I would strive to produce.