

A photograph of a Buffalo Wild Wings restaurant at dusk. The building has a curved roof and large windows. A large, white-outlined '2019' is superimposed over the right side of the image. A yellow circular logo with a black buffalo head is visible on the building's facade. The text 'A New Brewpub in Buffalo Wild Wings Presentation' is overlaid on the left side in white text on black rectangular backgrounds. The background shows a parking lot and some trees.

A New Brewpub in Buffalo Wild Wings Presentation

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AGENDA

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Introduction

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Marketing
Management

03

Innovation
Management

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Operation
Management

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Management

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Human Resources
Management

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Conclusion





Introduction

Location: Saugus, MA

Type: Chain Restaurant

Capacity: 30 tables, 456 customers

Status Quo: 315360 pints, 5%growth rate

Marketing Management

- Market Review
- Target Market
- SWOT
- 4P's





Market Review

1. 65.5 billion beers were consumed in the US in one year, and it weighed over 53% of all alcoholic beverages consumed in the US (Aforeverrecovery, 2019).
2. Over 41% of customers will consume beer in the restaurants (Freier, 2017).



Target Market

1. Location: community who lives in/around the town of Saugus.
2. Age: Over 21
3. Behaviors: Love sports & American foods.

SWOT



Strengths

1. Enough money to invest;
2. Chain restaurant with good reputation;
3. Already a well-known brand.

Weaknesses

1. Limitation on brewpub experience;
2. Limitation on raw material supplement of craft beer.

Buffalo Wild Wings

Opportunities

1. Large potential market;
2. Enough population living around;
3. Community has higher income than the average.

Threats

1. Some competitors around the city;
2. Low industry barriers that everyone could get into this market.



4P's Marketing Mix

1. Products: Quality & Diversity;
2. Price: \$3.50 to \$4.00. More details in financial part.
3. Promotion: “From nature to family”; Free samples, half price day.
4. Place: In-store consume only due to storage life and limit of supply.

Innovations

- Cooperation
- Taste
- Formula
- Training





Innovations

1. Cooperating with farms around Boston area;
2. Improving the taste of beers;
3. Innovating the formula, ingredients, and brewing methods;
4. Providing training.

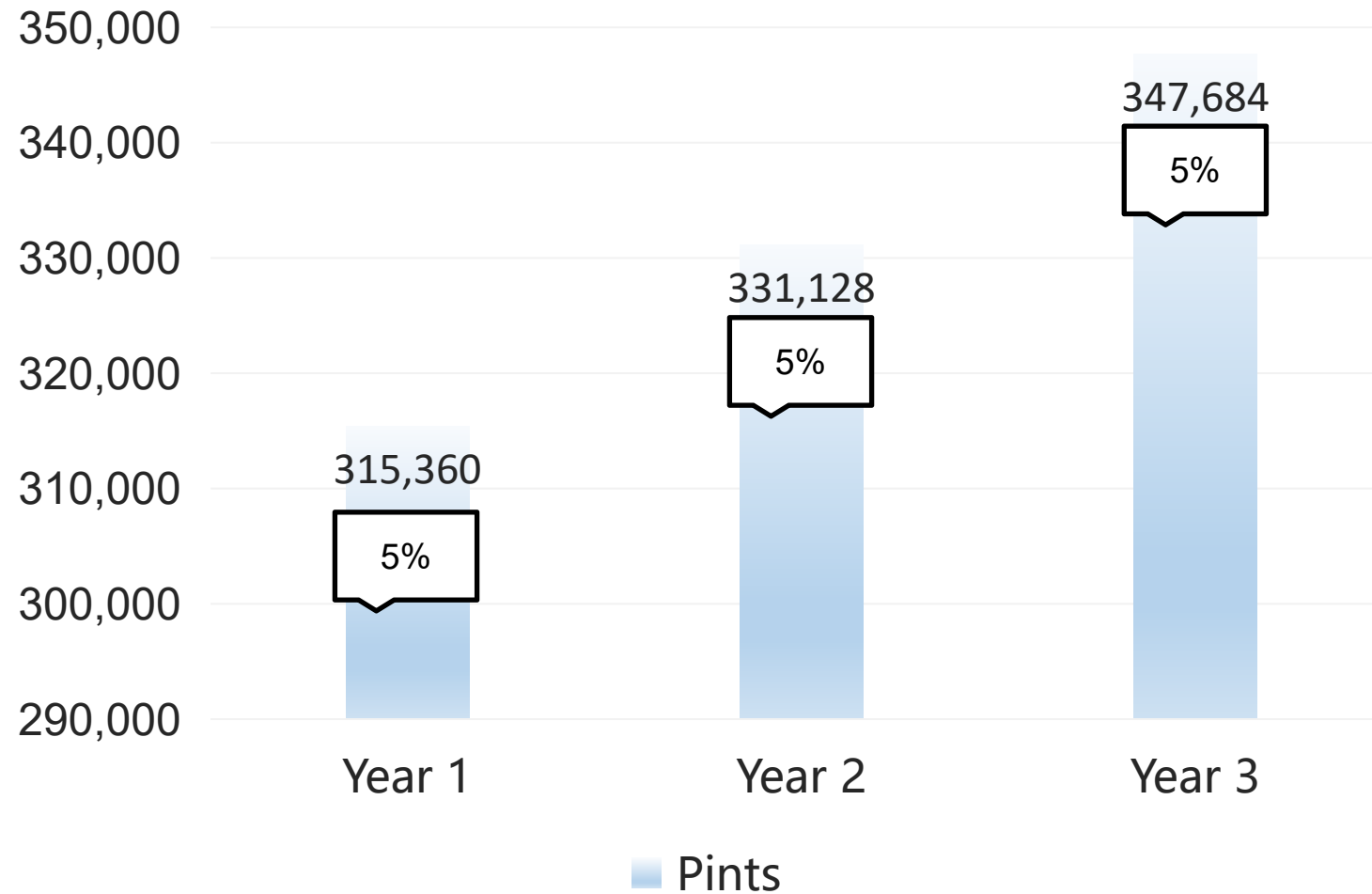
Operations

- Demand Projection
- Production Needs
- Break Even Point



Demand Projections

Bufflo Wild Wings Demand Projections

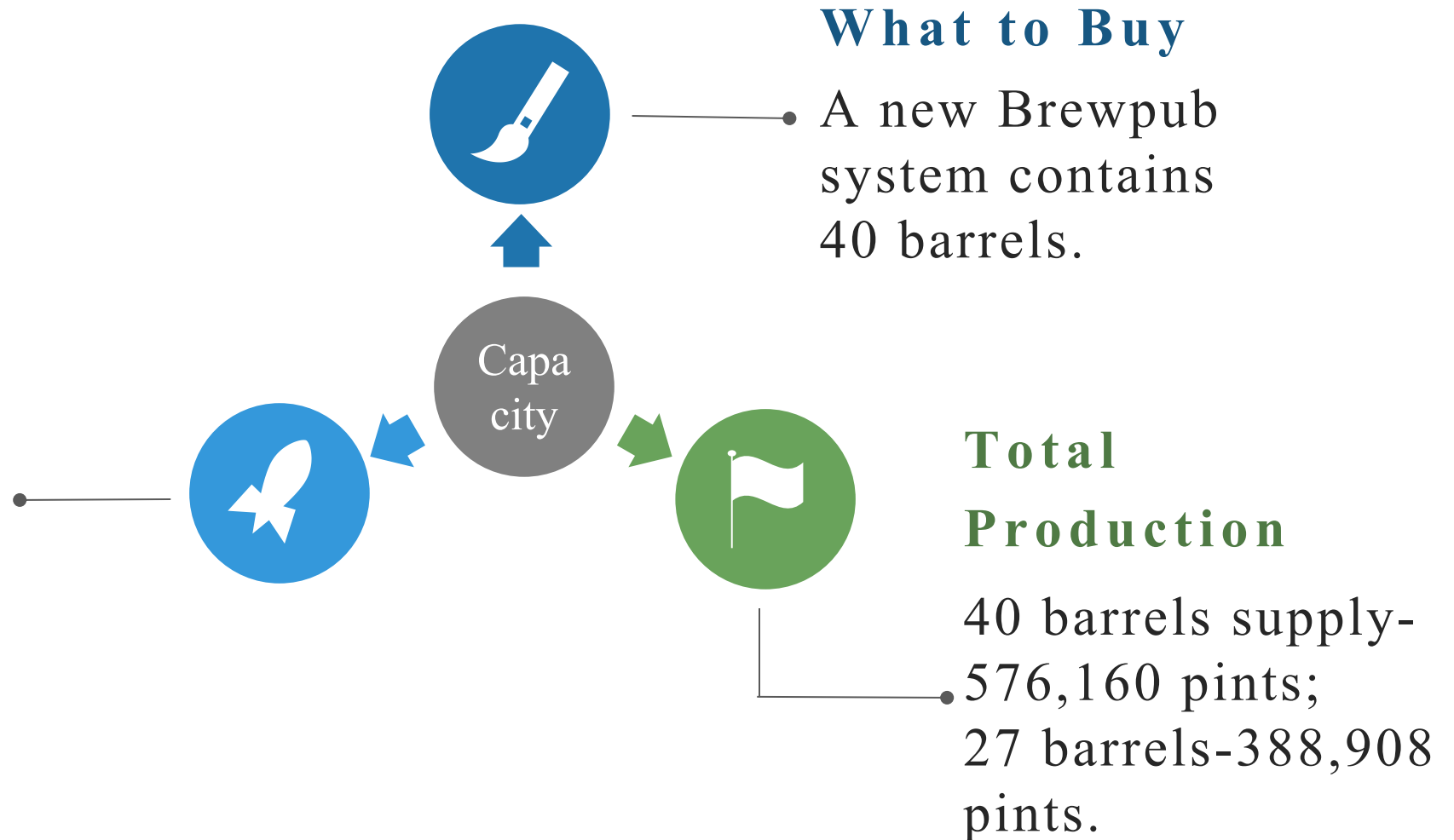


Productions Needs



What Aim Is

In-Store
Wholesale.





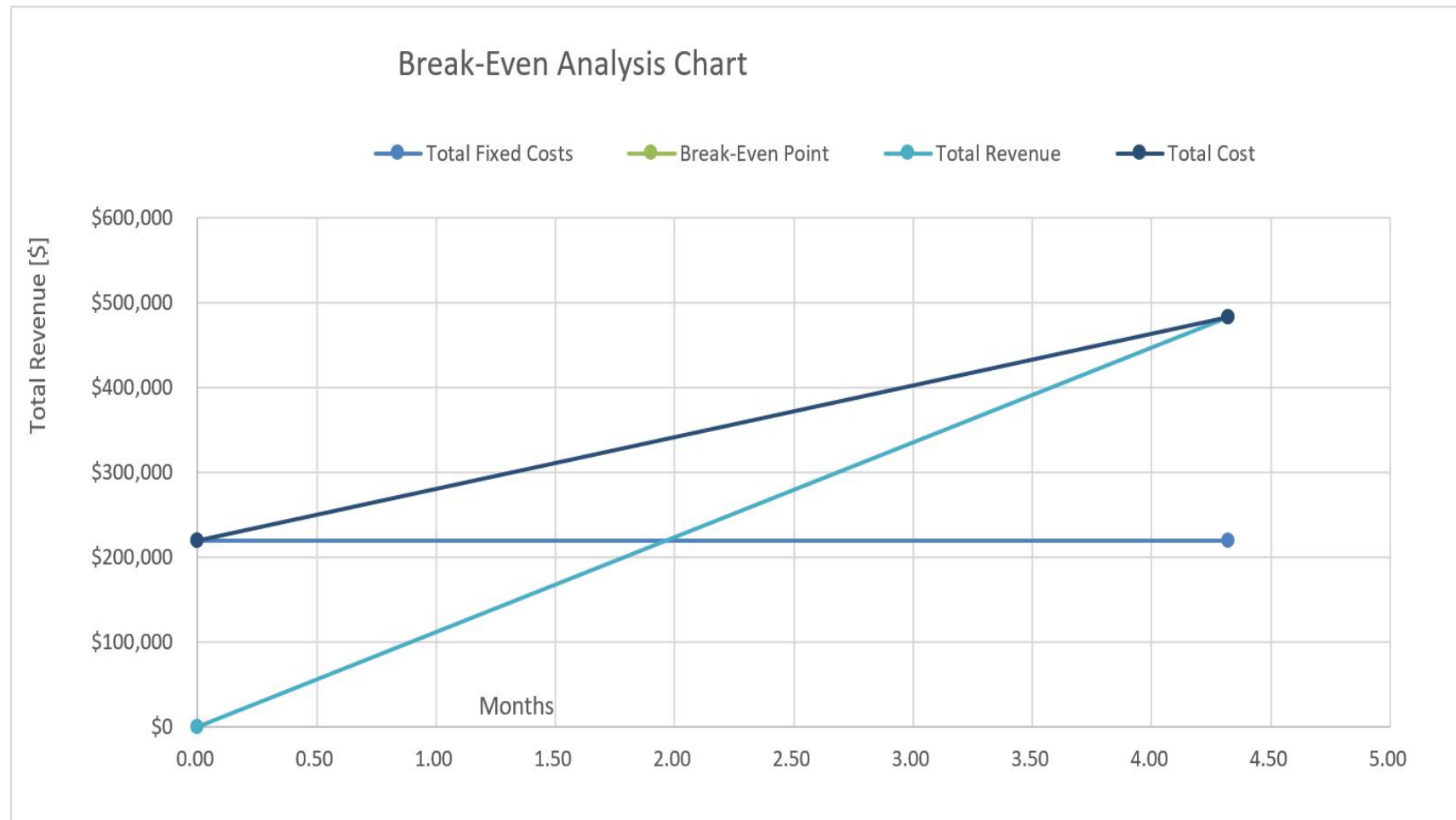
Productions Needs

Cut-off Point

Product Name	Retail or Wholesale	Cut-off Point
Pilsner	[retail]	0.7
Bavarian Lager	[retail]	0.8
Light Wheat	[retail]	0.9
Red Wheat	[retail]	0.8
Pale Ale	[retail]	0.7
Bock Dark	[retail]	0.6
Pilsner	[wholesale]	0.8
Bavarian Lager	[wholesale]	0.8

Productions Needs

$$\text{Break Even Point in Values} = \frac{\text{Fixed Costs}}{\text{Sales Price / Unit} - \text{Variable Cost / Unit}}$$



Processed BEP for

Buffalo Wild Wings

BEP: 4.32 months

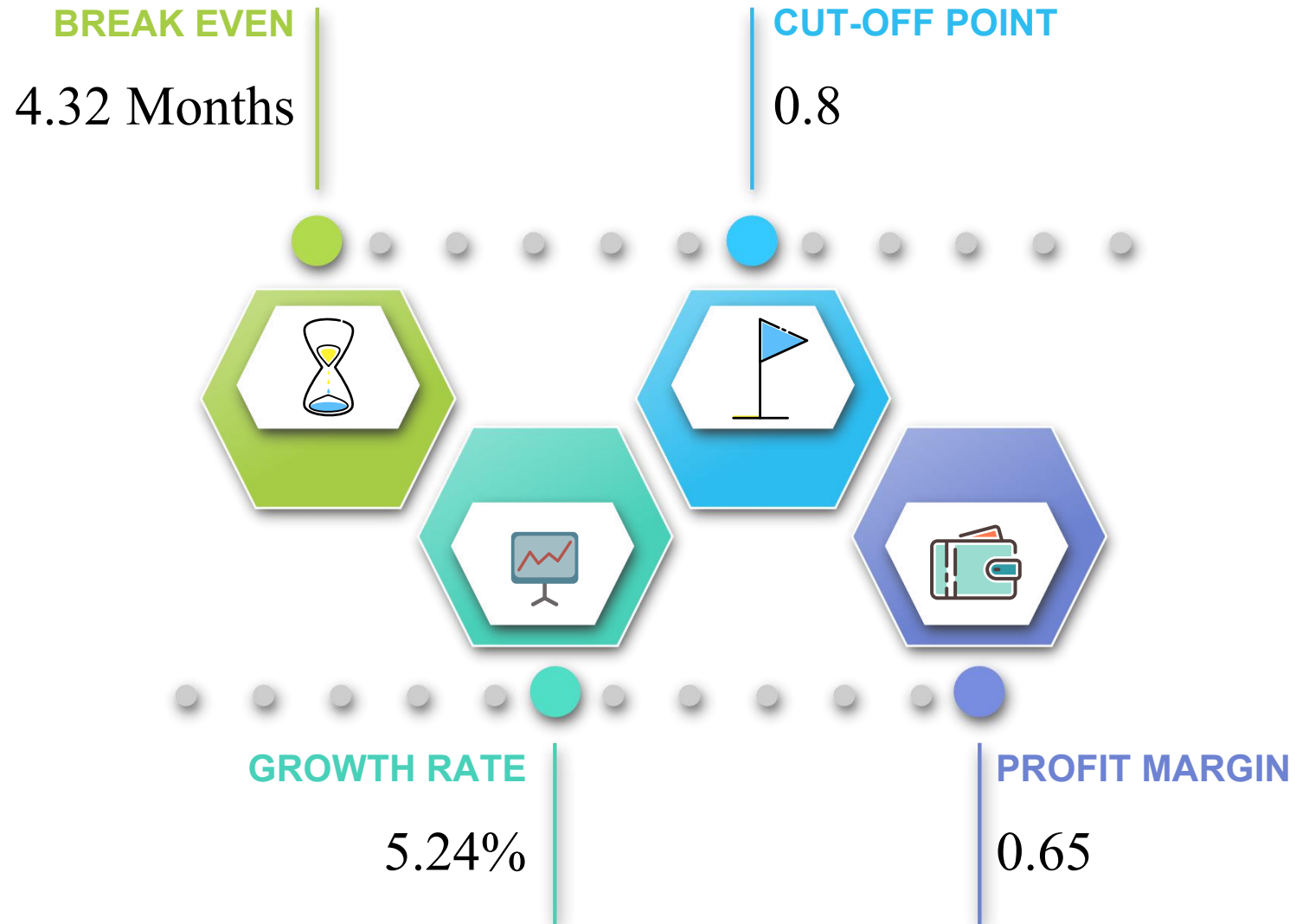
Total Cost: \$488,442

Financial Management

- Financial Performance
- Profit Sheet
- Sensitive Analysis



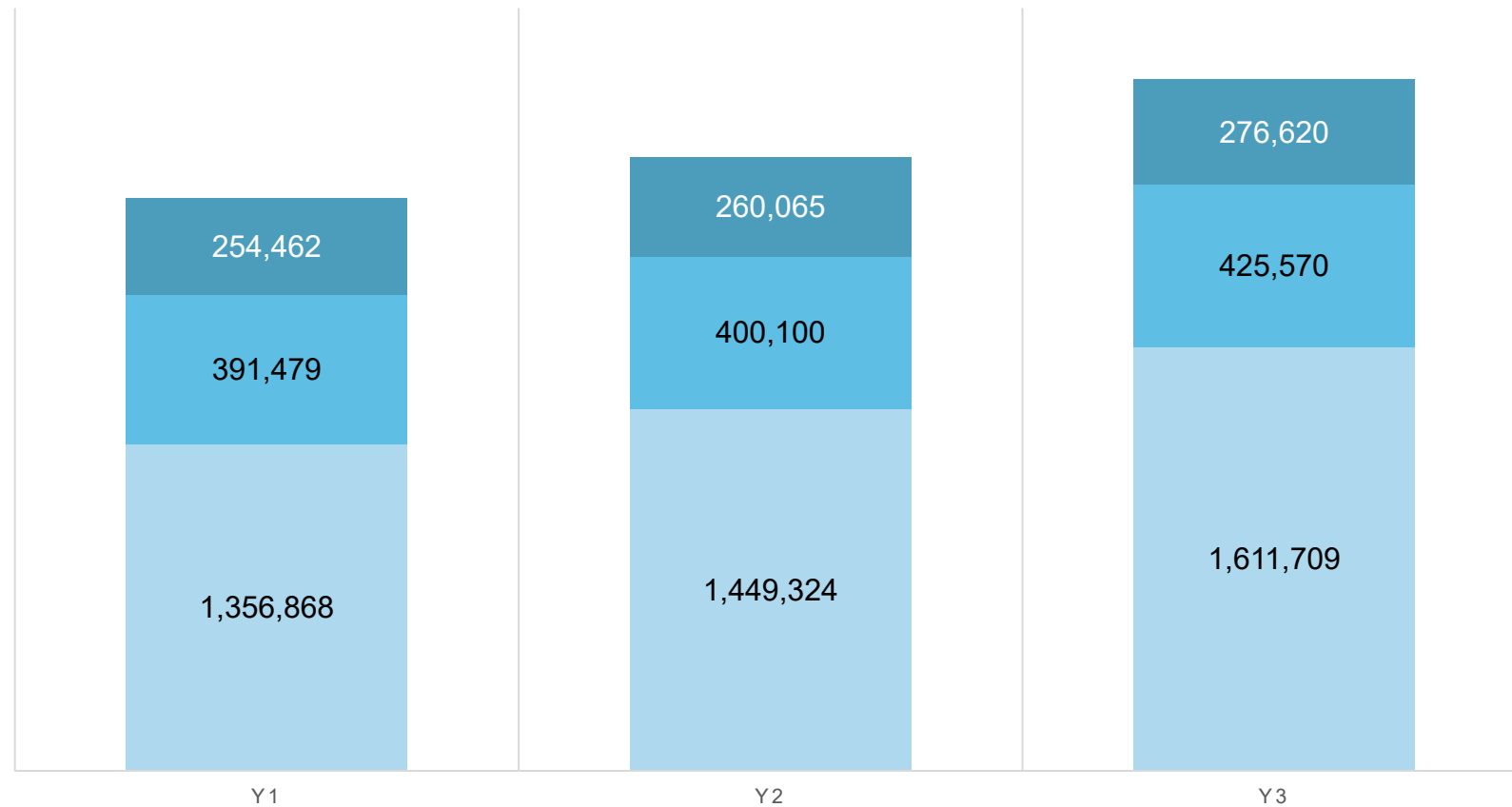
Financial Performance



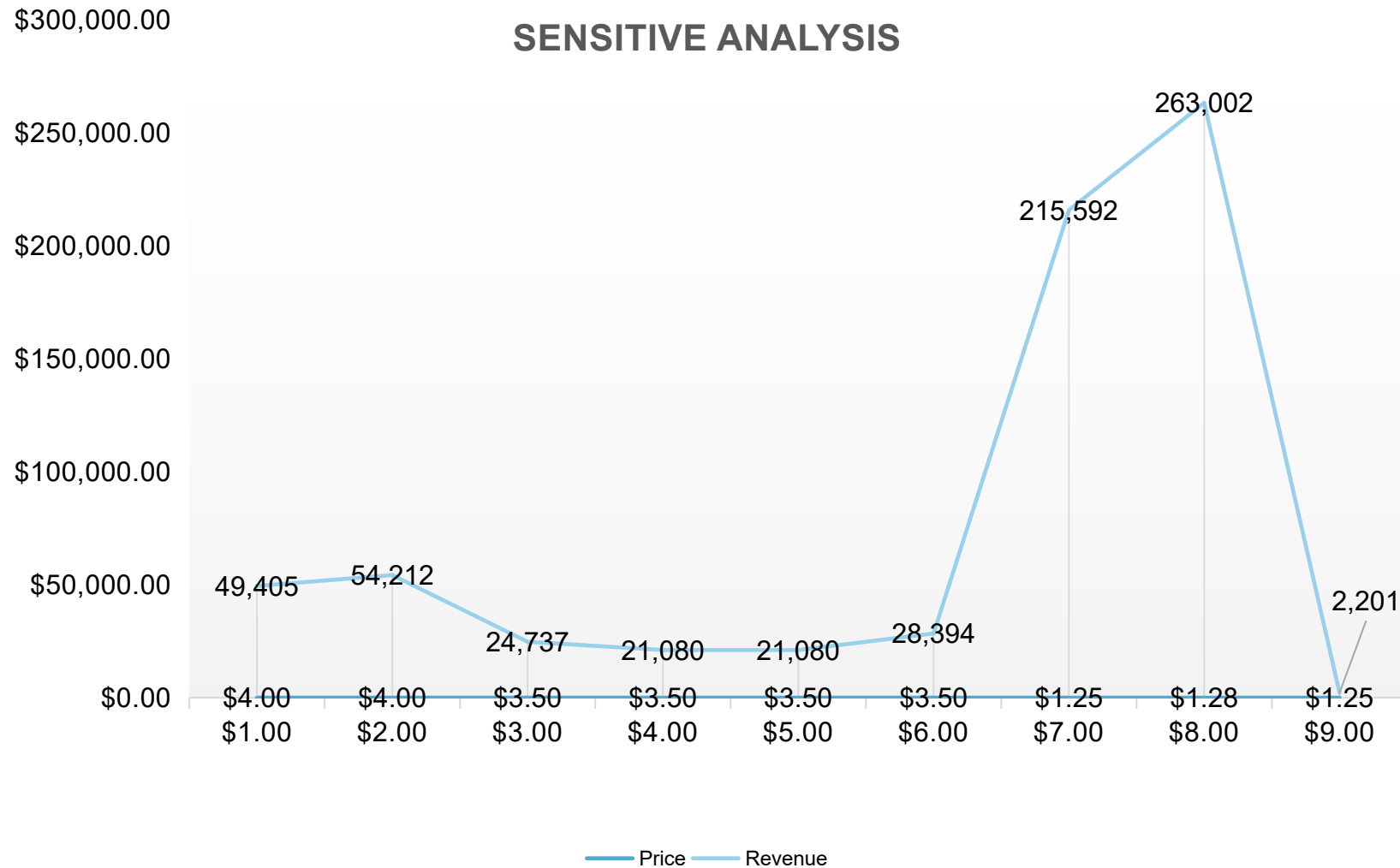
Profit Sheet

PROFIT SHEET

Revenue Profit Net Profit



Sensitive Analysis



Human Resources Management

- HR Review
- SWOT
- Fishbone Diagrams



HR Review



/Situation/

Starting Salary: 1. Critical Worker \$30000 > \$29000;

2. Critical Salesman \$27000 > \$26500.



/Decision/

1. Hire One Brew Master Fully Focused;

2. Adequate Budget;

3. Substantial Annual Bonuses.



SWOT Analysis

/Strengths/

1. Magnificent starting salaries \$30,000;
2. Considerable amount of bonus;
3. Holiday specials & Seasonal product types.

/Weaknesses/

1. Low growth of wage;
2. Cut down office employee's salary.

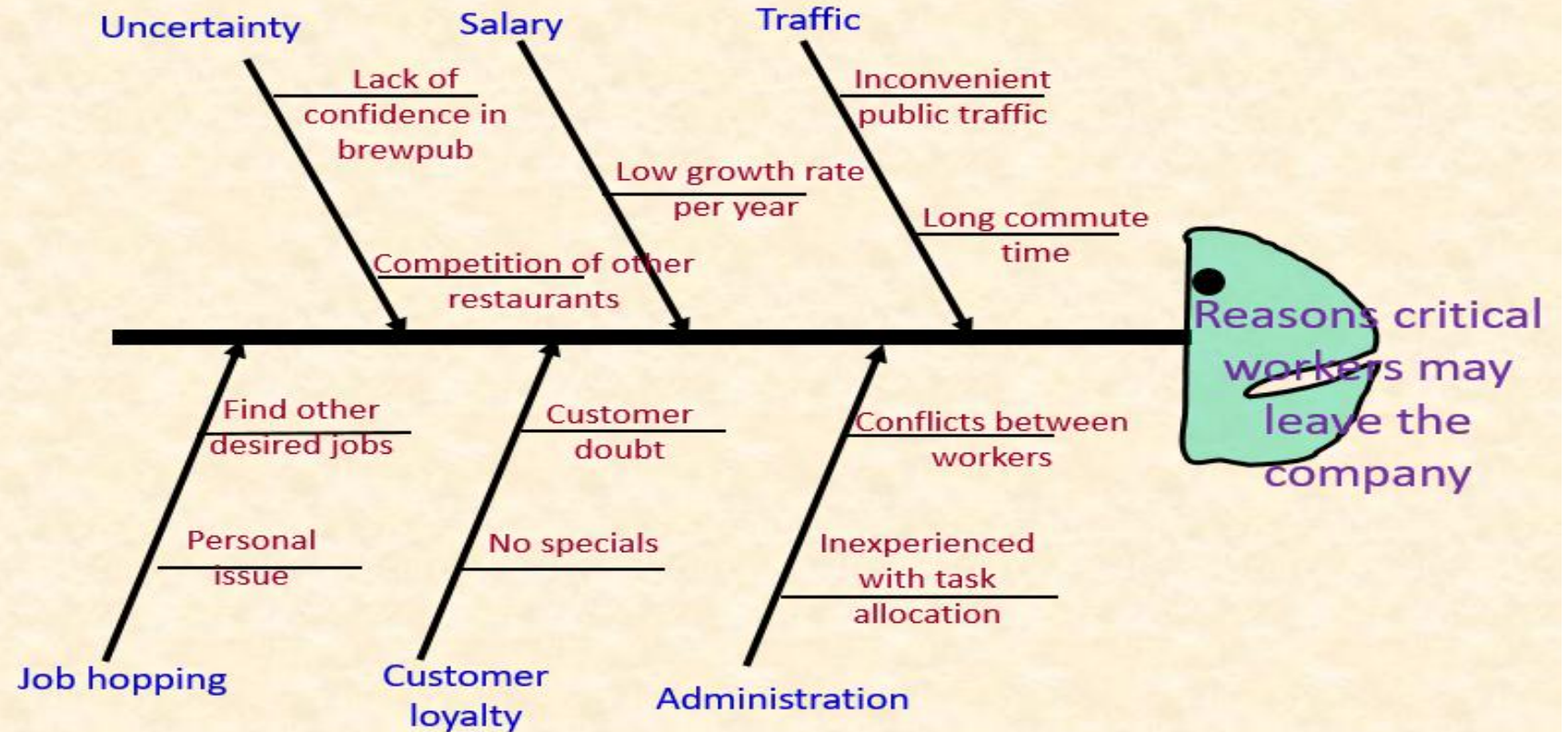
/Opportunities/

1. Sufficient personnel supply in the Greater Boston area;
2. A talented brew master → new vitality & positive earning.

/Threats/

1. Big shopping mall surrounded by restaurants inside the mall;
2. Brew master and the assistant could leave.

Fishbone Diagrams



Fishbone Diagrams



Conclusion

After analyzed and simulated five functional areas, we predicted the total cost of whole news brewpub system with relatively ingredient and human cost will be \$488,424 and the restaurant will receive their money back at 4.32 months. Based on our prediction and the fast increase on the demand of craft beer industry, we recommend the restaurant, Buffalo Wild Wings invest a new brewpub system.



**BUFFALO
WILD
WINGS**

Thanks for Listening