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DRINK-WORKS: HOME BAR BY KEURIG

INTRODUCTION

Case analysis The following is a case analysis of the Drink-Works Home Bar by Keurig that examines the various difficulties and possibilities that the firm encounters in endeavoring to launch a groundbreaking product in the beverage market.

MARKET OPPORTUNITY

Market Opportunity and Product Innovation Keurig

IDS has expanded into the alcoholic beverage market, which remains new in an industry normally crowded with different brands of alcoholic drinks.

The idea blends a single-serve coffee maker with high-quality cocktails for consumers who wish they can easily get bar quality cocktails.

BUSINESS STRATEGY

Marketing and Distribution. This case outlines the measures which the company has taken such as the contracts with the retailers and concentrating on the digital platforms. Drink-Works used Keurig Dr Pepper and Anheuser-Busch companies since they are in contact with many distributors.

CONCLUSION

The case analysis of Drink-Works explains how it is possible to use market research, strong cooperation, and accurate positioning in the launch of a brand-new product. What was special about Drink-Works was that it planned to target a specific area of beverages, convenience, quality and easy accessibility.

RECOMMENDATION

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