

INTERNATIONAL MARKETING WEEK

12th edition

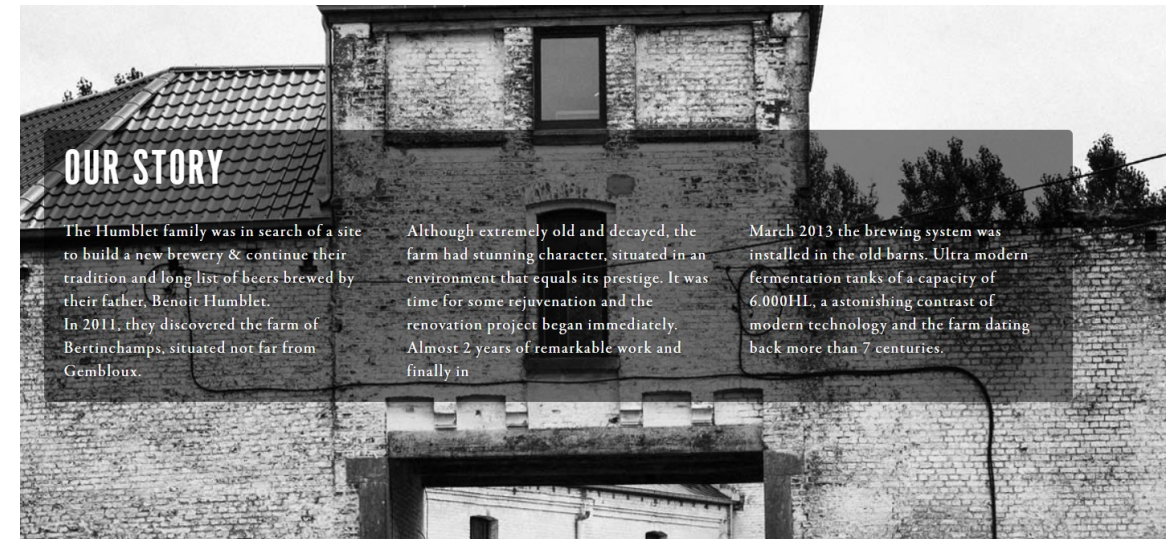
22/04/2019-26/04/2019

Louvain-la-Neuve (Brussels) - Belgium

<http://tourisme-oln.be/en/the-video-of-louvain-la-neuve.html>

Feel like brewing, marketing
and exporting a Belgian beer ?

Bertimchamps?



OUR STORY

The Humblet family was in search of a site to build a new brewery & continue their tradition and long list of beers brewed by their father, Benoit Humblet.

In 2011, they discovered the farm of Bertimchamps, situated not far from Gembloux.

Although extremely old and decayed, the farm had stunning character, situated in an environment that equals its prestige. It was time for some rejuvenation and the renovation project began immediately. Almost 2 years of remarkable work and finally in

March 2013 the brewing system was installed in the old barns. Ultra modern fermentation tanks of a capacity of 6.000HL, a astonishing contrast of modern technology and the farm dating back more than 7 centuries.

The challenge ?

Setting up of an export plan for Bertimchamps

- Commercial accessibility: competition
- Commercial accessibility: distribution channels
- Physical & legal accessibility
- Potential of the market
- Strategic decisions
- Creative decisions: label & bottle

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

<p>Key Partners</p> <p>Who are our key partners? Who are our main suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p> <p>KEY PARTNERS Suppliers and service providers Resellers and distributors Distribution channels Suppliers of raw materials Providers of specialized resources and activities</p>	<p>Key Activities</p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p> <p>KEY ACTIVITIES Production Problem solving Infrastructure</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? Which one of our customers' needs are we addressing? What bundles of products and services are we offering to each Customer Segment? What customer needs are we addressing?</p> <p>VALUE PROPOSITIONS Personalization Customization Convenience Cost-effectiveness Risk reduction Time savings Access to resources Performance Reliability Flexibility Scalability Compatibility</p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>CUSTOMER RELATIONSHIPS Personal assistance Self-service Concierge Community Co-creation Automation</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p> <p>CUSTOMER SEGMENTS Mass market Niche market Segments Jobs-to-be-done All-in-one solution</p>
<p>Key Resources</p> <p>What key resources do our Value Propositions require? Our distribution channels? Customer Relationships?</p> <p>KEY RESOURCES Revenue streams Channels Customer relationships Intellectual property Physical Financial Human</p>			<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How do our Channels integrate? Which ones work best? Which ones are most cost-effective? How are we integrating them with customer outreach?</p> <p>CHANNELS Direct Indirect Selective Exclusive Partners Retailers Resellers Distributors Agents Franchises Intermediaries Affiliates Resellers Retailers Distributors Agents Franchises Intermediaries Affiliates Resellers</p>	
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?</p> <p>KEY COST STRUCTURE Our chosen channel and structure, the price and production mechanism, automatic services outsourcing What costs (fixed or variable) are most important?</p> <p>KEY COST STRUCTURE Fixed costs Variable costs Semi-variable costs Economies of scale Economies of scope</p>		<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay?</p> <p>REVENUE STREAMS One-time Recurring Usage-based Subscription Advertising Commission Royalty License Rental Resale Brokerage Service Access Advertising Commission Royalty License Rental Resale Brokerage Service Access</p>		

DESIGNED BY: Business Model Foundry AG
 The founder of Business Model Generation and Strategizer

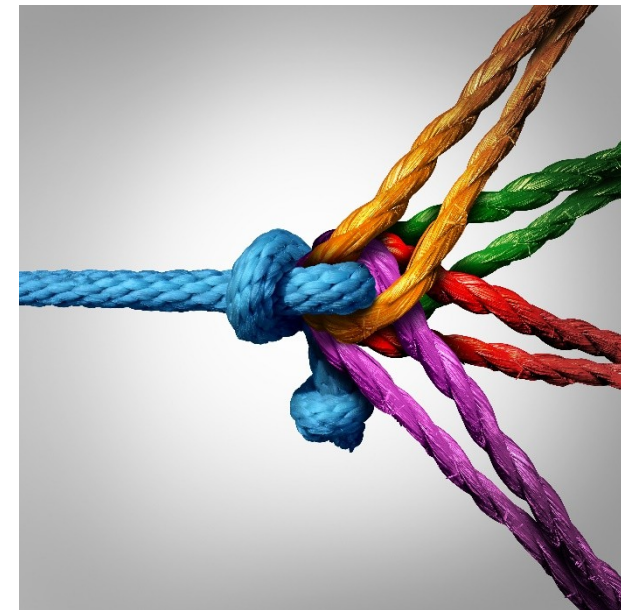
strategyzer.com

Pre-assignment:
beer market in their
home country

One of the countries
of the host students
will be the target
market

Your coworkers ?

- Students from different institutions from all over Europe
- Belgian students interested in an international experience = buddies
- International lecturers



Skills developed ?



Efficiency

Creativity

Flexibility

Problem solving

Communication

Open-mindedness

Adaptability

Cooperation

How to reach your goal?

Work
sessions

Lectures

Coaching

Fairs

Brewery
visit

European
aperitif

Closing
dinner

Social
activities

Practical details ?

Price includes accommodation in youth
hostel, activities & full board



Accommodation

- Youth hostel on campus, 10 minutes walk from college



How to join the experience ?

Registration before January 29th on
www.ephecinternationalmarketingweek.be

