

BB'S ADULT BEVERAGES ONLINE COMMERCE CASE STUDY

COURT 323
EFFICIENCY
MANAGEMENT

BB's Adult Beverages is a new beverage company that plans to use events and delivery to make sales. Delivering adult beverages was a fresh idea in the Little Rock area, and their products are ready to drink (RTD) beverages. The business began right before covid-19 halted events in 2020.

The logo for BB's Adult Beverages is displayed in a dark, stylized font. The text is arranged in three lines: "BB's" on the top left, "Adult" on the top right, and "Beverages" centered below them. The letters are thick and have a slight 3D effect with a gradient from dark brown to a lighter, golden-brown color. The background is a dark, textured grey.

BB'S ADULT BEVERAGES HAD TO MAKE AN OPERATION MANAGEMENT CHANGE FROM EVENTS AND DELIVERY TO JUST DELIVERY. THEIR INVESTMENTS HAD BEEN REALLOCATED TO VEHICLE MAINTENANCE, AND THEIR TIME HAD TO BE FOCUSED ON BEING ON THE ROAD.

ACCORDING TO IWSR DRINK MARKETING ANALYSIS,

The RTD category is the fastest growing beverage alcohol category in the US market

The US is the world's biggest contributor to an anticipated +43% global volume consumption increase for RTDs during 2020

They expect volume consumption of RTDs in the US to surpass that of spirits consumption in the US by the end of the year

COURT 323 EFFICIENCY MANAGEMENT DEVELOPED THE ONLINE PROJECT TO INCLUDE A WEBSITE AND FACEBOOK PAGE. THE SOCIAL MEDIA PAGE AND WEBSITE ARE IN SYNC TO SEND COMMUNICATION TO A SINGLE CHANNEL. SALES ARE QUICK, COINCIDE WITH THE AVAILABLE INVENTORY, AND HAVE MULTIPLE TRANSACTION OPTIONS FOR CUSTOMERS. FINANCIAL RECORDS ARE REPORTING AS SALES ARE OCCURRING. DELIVERY COST IS ASSESSED, IN RESPECT TO THE DELIVERY VEHICLE GAS MILEAGE, GAS PRICES, AND DISTANCE TRAVELLED.



The RTD (Ready to Drink) industry is growing at a fast rate. Alcoholic beverages are always in demand, and BB's Adult Beverages has a great marketing plan. They achieved a 100% ROI in one week from online sales.

THE INFORMATION AND FINANCES HAS BEEN CHANGED TO PROTECT CALBOYS AUTO.





A COURT 323 EFFICIENCY MANAGEMENT CASE STUDY

Court 323 Efficiency Management is a management and fulfillment company that leads your project towards stronger financial margins. We focus on providing a fast, automated experience to increase company profits. Finding solutions from your financial and inventory data allows us to choose the best decisions for your company's processes and standards.

For more information, contact tracy.cook@court323.com

IWSR Drink Market Analysis. (2021, August 12). What's driving RTD innovation in the US? IWSR. <https://www.theiwsr.com/whats-driving-rtd-innovation-in-the-us/>.

IWSR Drink Market Analysis. (2021, March 17). Hard Seltzers drive a Resilient US beverage ALCOHOL market in 2020. <https://www.theiwsr.com/hard-seltzers-drive-a-resilient-us-beverage-alcohol-market-in-2020/>.