

## Company background

Name	Paradigmstar
Industries served	Beverages, liqueur
Geographic areas served	Worldwide
Headquarters	U.S.
Current CEO	Toochikwu Udeinya
Revenue	\$
Profit	\$
Employees	1
Main Competitors	Wenneker Distilleries, Lidl UK, The Drambuie Liqueur Co, Aldi UK, Berry Bros & Rudd Spirits, Marnier-Lapostolle, Zamora International, Ladoga Group, First Ireland Spirits, Waldmar Behn, Hughes Craft Distillery, Bamboo London, Antiche Distillerie Riunite, Diageo.

ParadigmStar will provide the best tasting liqueurs while utilizing environmentally friendly practices. You can find more information about the business in its [official website](#).

## SWOT

Paradigmstar SWOT analysis 2014	
Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Unique taste.</li> <li>2. Close interactions with customers.</li> <li>3. Three unique brands all with extremely different taste.</li> <li>4. Able to modify taste of each liqueur based on customer feedback.</li> <li>5. Green initiative for materials and production.</li> <li>6. Easy to drink, smooth taste.</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of marketing share.</li> <li>2. Not established throughout the industry.</li> <li>3. No distribution.</li> <li>4. No developed product.</li> <li>5. Much weaker brand awareness and market share in the world beverage market compared to all competitors.</li> <li>6. No startup money.</li> <li>7. Lack of readily available fruits for main ingredients.</li> </ol>

- Lack of shelf space at the bars and stores.

Opportunities	Threats
<ol style="list-style-type: none"> <li>Varieties of Spirits in the liqueur category is relatively small (10%) compared to other types of liqueur.</li> <li>Increasing demand for the new drinks.</li> <li>Able to reach many potential customers through social media.</li> <li>Room for growth.</li> <li>Smoothness of liqueurs appeal to all gambits of drinkers.</li> <li>Liqueur market in the U.S. and overseas has steadily increased.</li> </ol>	<ol style="list-style-type: none"> <li>Changes in regulations.</li> <li>Lack of ingredients.</li> <li>Health issues associated with drinking alcohol.</li> <li>Increased competition from major companies.</li> <li>Marketing budget of major competitors.</li> <li>Weather affecting major ingredients.</li> </ol>

## Strengths

- Unique Taste.** Paradigmstar provides three unique flavors that will be the foundation of the company. These different flavors were modified based on taste test. The main ingredient in each flavor is special in that it has never been used to produce any beverage.
- Close interaction with customers.** Paradigmstar Company is small enough to work hand and hand with the needs of the target customer group. The ability to modify the flavor of each flavor is important in providing the best product.
- Three unique brands all with extremely different taste.** Recognizing the need to be diverse will help bolster the company brand but also provide engagement in respect to trying out each flavor.
- Able to modify taste of each liqueur based on customer feedback.** Company is in its start of phase, therefore we will be able to adapt based on customer feedback and opinions.
- Green initiative for materials and production.** Company will focus on utilizing green biased alternatives for materials and production practices. Using recycled goods will help everyone.
- Easy to drink, smooth taste.** Easy to drink and mix with to make lots of different drink combination. One would think that liqueurs were invented for today's drinking environment. Indeed, with their versatility and mixability, liqueurs also play a vital role in the expanding cocktail arena and the growing popularity of the cocktail is aiding and abetting progress

## Weaknesses

1. **Lack of marketing share.** Just like any other startup company, the initial market share is zero.
2. **Not established throughout the industry.** With no backing from a major established company, my name brand will have to compete not only with different liqueurs but also with all varieties of alcohols.
3. **No distribution.** Distribution is monster in its own right. Being able to find space within the distribution market is costly.
4. **No developed product.** Until there is an actual product then nothing can be sold, marketed, or perfected.
5. **Weaker brand awareness.** The ability to breakout in an industry that is dominated by billionaires is extremely difficult. These other brands operate worldwide and have influences throughout the industry.
6. **No startup money.** Startup money will have to be solely provided by loans and my personal income. The operation budget is minute compared to other businesses in the liqueur industry.
7. **Lack of availability of fruits for main ingredient.** Depending on what I use for the main ingredient there is a potential that this fruit cannot be grown in the U.S. and if that is the case, I will have to worry about importing that ingredient from another country.
8. **Lack of shelf space.** My product will most likely be placed on the bottom of shelves in the stores and in the back of the rack in bars. There will need to be a way to distribute my product affectively knowing this will be a reality for the initial stages of product offerings.

## Opportunities

1. **Liqueur category is relatively small.** Varieties of Spirits in the liqueur category is relatively small (10%) compared to other types of liqueur. This means my brand doesn't have to compete with as much business as other types of alcohol.
2. **Increasing demand for the new drinks.** We live in an era where everyone is looking for the new "cool" product, an innovation era. New types of drinks spread quickly through social media streams.
3. **Social media affect.** Able to reach many potential customers through social media. The need for extensive marketing budget is overrated. Through social media, companies can reach a vast amount of people through social media streams.
4. **Room for growth.** Starting from the bottom there is only one way to go and that is up.
5. **Smoothness of liqueurs appeal to all gambits of drinkers.** Liqueur is a different type of alcohol; it usually tends to be smooth and very tasteful. My liqueurs can be consumed chilled without the need to mix it, this smoothness and rich taste has the potential to appeal to everyone.
6. **Liquor market in the U.S. and overseas has steadily increased.** The beverage alcohol is the second largest beverage category in the U.S. at 9.4 billion gallons consumed in 2012. Over the last five years, spirits and wine consumption has grown significantly while beer consumption has declined. In 2012, spirit sales volume increased by 3.6% to reach a record level of 205.8 million 9-liter cases marking 10 consecutive years of growth.

## Threats

- 1. Changes in regulations.** Any changes in the regulation can offset profits. Changes in the way distributors handle business can cause operating cost to increase. Other potential regulatory treats include exportation, importation, taxes, sales at particular stores (Wal-Mart), DUI and DWI laws, and Sales at major venues (concerts).
- 2. Lack of ingredients.** If the availability of my ingredients that I use is not available then that prohibits my company for producing any product. If my ingredients cannot be grown in the U.S. than my company will be reliant upon a market that can be unpredictable.
- 3. Health issues associated with drinking alcohol.** Alcohol can cause serious health problems. Alcohol effects the brain, heart, liver, pancreas, may increase risk of developing caners, and affects the immune system.
- 4. Increased competition from major companies.** Top 10 brands account for 55% of liqueur sold in the U.S. The major brands has the resources to prevent certain companies from gaining to much of the market share.
- 5. Marketing budget of major competitors.** Despite the use of social media, major competitors still have the resources to reach a broader worldwide audience. The liqueur business is enormous around the world and without the ability to promote worldwide then the brand will never make a dent in the market share.
- 6. Weather affecting major ingredients.** The weather also plays a part in the availability of key ingredients need to produce my product.