

Appendix

Appendix A – Interview Marvin Ravestejin CEO, Shake & Serve.

Juan:

Hi, Marvin. Thanks for having me giving me this time for this interview. I have understood that you are the head, the CEO of Shake and Serve Maastricht. So, thank you for your time.

Marvin:

No problem. And that's correct. Yeah.

Juan:

So first to start, and contextualize, can you describe me your role inside Shake and Serve?

Marvin:

Yeah, actually it started already 10 years ago when I started to work for Shake and Serve, So I was just a bartender for a long time. And let's say between. Yeah, around 2018 it started actually to say, OK, the boss, he was done with it. He said OK with all the heavy work, maybe you can take it over. So yeah, for the last five years it's shake and serve, my own company.

So, I do actually everything. So, it's the role of being a bartender that's for sure because that's what I really like and want to do, but that's only 20%. The other things is sales, marketing, events, preparation of course the break off after the event and I do this together with. Let's say 10 other people all self-employed. So, they do it by themselves. But I will have always the same people so that they know actually what I want as a as a bartender of shake and serve. But most of the things

I'll do myself,

Juan:

OK, OK, that's, perfect. And now just to start focusing on the platform that we are studying.

What lead chicken serve to plan a digital transformation into a platform and what are the company's goals for this initiative. What do you think what do you expect from this platform that we are willing to create?

Marvin:

What is the goal for Shake and Serve with the platform? You asked me for a model or a vision for it, actually. It's really simple. I want to make people happy with my drinks. So I will come with a

bar, I will get give everybody a drink, and I want to have to give them a good time. So that's actually my thing, my goal always, each day. But doing online and just to search for the people who wants to have that, I think everybody wants to have it. But of course, there is a price for it. And

actually, it's just to reach these people. To reach to the to the moment that we can have a nice bar and a nice party. Yeah, there are different kind of ways where you can reach your goal and I think.

it starts really slow. It's a lot of mounts to mouse on the first hand, but you can also provide it with videos, with other different kind of things like acquisition. That's a really important thing,

Yeah, different kind of rich moments and that's actually the goal of the marketing also online Okay that's perfect.

Juan:

Focusing on the digital platform. What type of content do you plan or do you consider that is the best to show to the clients or the future client that will be there?

Marvin:

Well, I think it's the best to see is that everybody likes a good movie. It can be a short movie, can be a nice picture.

Yeah, most of the time they use a lot of Instagram and Facebook and even Pinterest. You have to

yeah, the latest things are for example, TikTok where you have a lot of videos and what you can show. But, but for us, what the most important thing is everybody has to like, everybody has to see

what kind of service we can provide. So, I want actually a platform that can provide me videos or photos when I'm on the event itself, when I show myself and the service I can give. These are the things actually; the people have to see and want them to see. Because that's why they asked me again and if you can show that in a video or in a in a photograph or something and send it on Instagram or on Facebook too followed with a good history behind it

Juan:

OK, that's perfect. And going in that road. What do you think is the best plan to differentiate, Shake and Serve from the competition?

Marvin:

That's hard to say all the people. So also, my competition, Yeah, I don't want to say yeah, competition, but yeah, OK. The other brands who also work with cocktails also do the catering. We do actually always the same thing, but the only thing is, OK, what can we change? That's for example, the price. What can we change this to? Different kind of cocktails, to make all different kind of cocktails. But what I think it's the most important is the service you can give when somebody says, OK, I want an apple, OK, let's try to find an apple. It's sometimes, it's so easy to give a client the best experience they want to have for

the simplest things. But I think if you have a good connection with the client, so you can provide a good service. I think that's something what Shake and Serve do does the best just with the same people. They can provide a lot of, yeah, nice and good parties, everybody can maybe do that. But the most important thing is that you listen to the client what he or she wants and so provide that service. Yeah, I think Shake and Surf will do that the best.

Juan:

Okay. So, provide the best experience for every client with their requirements. I assume that sounds good. And moving further for the question, when you target the platform, when you think about the platform of online, who do you think is going to be interested? How will be that persona, that client?

Marvin:

There are a lot of different kind of people who are, can be interested or are interested. For example, we do a lot of different kind of things that shake and serve. We do cocktail workshops, so bachelor parties, women and men, really simple events. But it's really important that you know how to give the service to that. It's example for 1150 ladies, you have to keep them in line, but also think about that. They it's their day. So that you are not the most important person, but the client is the most important person. So that's one thing. But you have also connection with weddings. You have connection with even a funeral, for example, when somebody wants to have cocktails at a funeral, don't be scared or don't be do something weird. But yeah, these are all target groups. But I do really think the biggest target group is just the business, so the B2B and yes, it's the most important that actually the client needs to have of course a good price, that's one thing. But also, again listen to the

to the client because there is a budget, but these budgets are actually really high and that's where I can make the best money off. I like the best things. What I like to do it's in small groups, so workshops, actually weddings for let's say one hundred 150 people. Then I can provide my best service. But when somebody for example this weekend, I'll do 1000 cocktails on one day. Then you cannot provide the service you would like to give because, yeah, you cannot talk to the clients. Now it has to go on, go on, go on. But there's a different kind of event where they just want to have a party and they just want to have a good drink. And that's actually the difference between all this kind of target groups. So yeah, it's from 18 until 88. But most of the people are between 30 and 40 where they can reach these kinds of budgets. And yeah, so actually my target is over there between 30 and 40.

Juan:

OK, OK, that's perfect. So can we describe the target as 30-40 business people and also people interested in private events, right.

Marvin:

Yes, People are actually done with school who are already. So they have a lot to spend. People who are thinking about getting married, getting children and of course, the business people. These actually two targets are the most important.

Juan:

OK, OK, that's supergood to know about the target. And now moving inside the company, what do you think are the strengths and the weaknesses that Shake and Serve has as a company? What do you think you perform the best? You said the service. But you can also think about

other one and you have in mind any weakness?

Marvin:

Yeah, actually the service, I think that should be the service always in highlight. But if you think at the second part, we have different kind of own brands. We have a different kind of vodka, we have a different kind of rum. We have Limoncello. And that's actually what we make a little bit unique with our own drinks, we make good cocktails and we can provide it and also with a good service that's actually what shake and serve do the best.

Juan:

Okay, I totally agree with that strength. And the weaknesses, do you have in mind any?

Marvin:

Yeah, that somebody else will want to have something different. And of course, we have to invest in some things, for example, new bars, new glass of, yeah, new types of glassware and everything. But if a person wants completely something else, yeah, you need to invest even more in it. That's the weakness of thinking about I have my own drinks. I have my kind of service and when somebody else says OK I want to have a service with yellow shirts or green jackets and I don't know all this kind of weird stuff, we'll try to do that. But it's it's really hard to say is if that's a weakness it's more like yeah it's the opposite of the opportunity it's, more. Sometimes is better focus on what we can provide, just say no, I'm sorry, I cannot do that if I have no expertise.

Juan:

OK. OK. So one of the weaknesses could be that check on self is not fully prepared for all the kind of events.

Marvin:

Yeah, yeah. It's also that's, that's one thing. So, we will do a lot of things, but not everything. Yeah. And then we have a second weakness is that we are not a company which has 5060 people around. We are a company which has 10 to maximum 15 people and there is for example in a week is one Saturday and the Saturday is the most important day. Yeah. Sometimes when you call a week or two weeks before, yeah, it's completely sold out and we cannot provide something and that's of course a weakness because yeah, you want to try and to give everybody a good event, but sometimes it's not possible, because we have maybe not enough people to work. But yeah, I think for now we'll be OK. But while we want to, it will be going to get a weakness.

Juan:

OK, OK, that's perfect. Thanks for sharing that with me and going back to strengths topic, how could you think Shake and Serve boost these strengths into the digital world, into the platform. What do you think like the best service that you have, the own brands, the diversify of suppliers, how can you show it in the platform?

Marvin:

In the online platform, again with good videos, with good photos. We're doing a little bit of acquisition but not calls, but already knowing the connection. Just to show them what we can provide, what we can do. And then with our own drinks, with our own boosts and own cocktails. So yeah, that that's actually, the it's the same as the question before and it's it will be actually the same answer to show it with good videos online.

Juan:

OK, OK that's perfect. And going deeply in the platform, what do you think will be the most interesting insight that you need to know about the platform? What people is going there or what is the click radio or what do you think are the insights that you most are most interested in in this platform?

Marvin:

Actually, everybody or everybody, maybe 90% of the people, they are interested in cocktails. They always like to have a have a nice cocktail or even see it. But why do they choose us? And

and that's actually the biggest thing to know. Why do they choose us? Because we are known actually already for a long time, especially in our region and actually mouth to mouth commercials are actually the best. Other KPI's would be interesting but principally the leads, costs of advertisement and the reach of the platform. So actually, we need to do our best to provide every time a good service and also online just to provide goods, commercials, workshops and everything and keep everybody posted so that everybody thinks, OK, it will be not too much, but it will be. It will be still nice just once a week and not three or four times a day. Give them, give them an update how we do it.

Juan:

Okay, okay and going align with this. What are the steps that Shake and Serve taking to remain competitive in the future, not only in the platform but also in face-to-face events? What are you doing? To perform better and better and better every year

Marvin:

It will not be about the performance. The performance is already 100% for us. But if we want to grow yeah, we need to do just our job and just to show that everything is good and

everything is fine that things are which are coming back each year. So, the events, yeah if you can hold them that's already perfect and actually when you want to grow for 5 to 10% each year. Yeah, the number of events it's actually the most important thing and you can only provide debts and you can only yeah check it with all the online things you can you can even do it better so. I will, I will not say in in one year we can level up to 50% more. You cannot do that; you cannot reach that. But each Year 5 to 10% more, I think I will, I will sign for it.

Juan:

Okay, that's perfect. We are just finishing; can you share me any learnings or insights from other industries or other companies that you know that Shake and Serve could use in the digital transformation in doing this platform? What do you think and what are the advices that you have learned in your experience or other things that you would like to see in the platform?

Marvin:

Yeah, we, we just discussed, actually the weakness and maybe that's actually a strength just to stay with yourself. Sometimes we do a lot of events and we actually go outside our outside

the box and we think outside of the box. But yeah, sometimes you don't need to do that and just stay for what you actually do the best. And that's just making cocktails. Sometimes they want to have a tower of champagne and everything. And of course, I tried it before, but that's not our us thing to do it. So, you can better say no and do and let somebody else do it, but then you're completely sure

everything will be fine when you do something. So, yes, sometimes you see it at other companies. You will see no; we only do foods or we only do drinks or we only do

cocktails. And sometimes I want to do a little bit more than actually my good experience is. Also, I can I can learn from other companies who actually say no, this is the only thing we do and we do nothing else to focus on what you do best, right. That's actually my answer that you have to focus what you can do best. Yeah. And you want to reflect that in the platform, like showing the best cocktails that you have made that we can share, that we can provide workshops or in events.

Juan:

That's perfect. And finally, the last question, what are the long-term goals and mission that Shake and Serve is planning for this? For this project, for the for the digital catering, catering platform, what is the digital goal?

Marvin:

What is the best goal for this? Yeah, that that the goal is really hard because of course when you do digital marketing and everything, you cannot say this is the goal. We want to have 10% more or 20% more. I cannot say how to do it, but it's a step to getting more views, getting more clients, getting more profit. That's actually the thing. So, it's just combining with other kind of things what we what we can do. But what I just told you when I do each Year 5% extra on top, it will be perfect for me. That would be lovely to do. I'm not the kind of guy who thinks yeah, OK this year it will be this and the next year will be doubled. No. It, it will be in in in just mall steps, but just do your job what you can do best and then you make more profit.

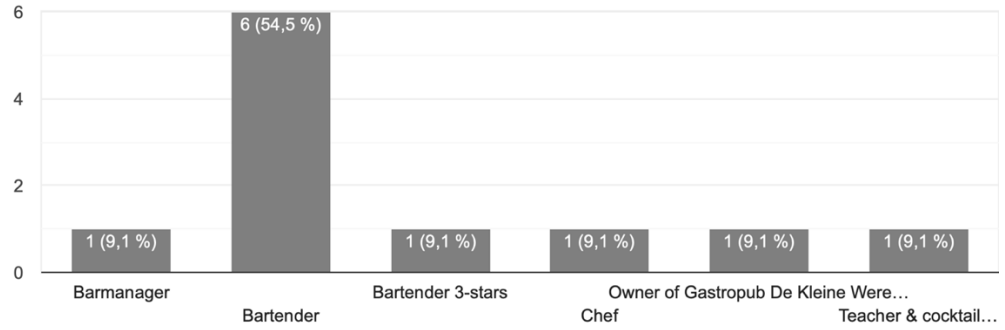
Juan:

That's all the questions for today. Thank you very much for having me, for giving me your time and answering my questions. Thank you.

Appendix B – Occupation People Interviewed.

What is your occupation?

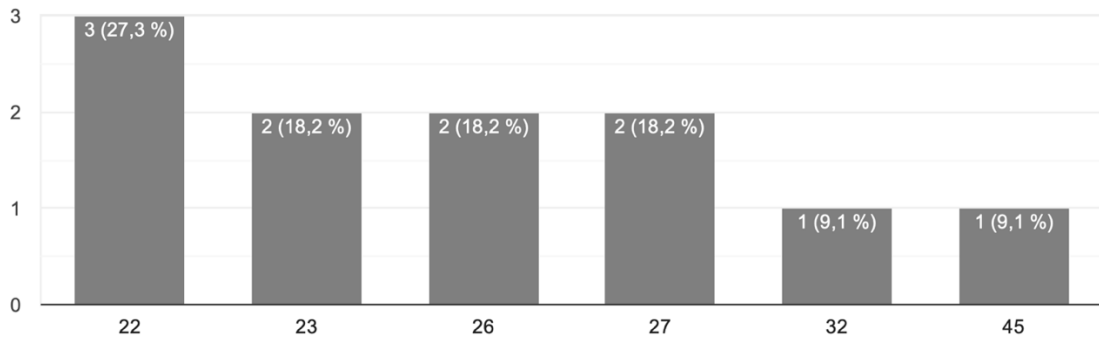
11 respuestas



Appendix C – Age People Interviewed

How old are you?

11 respuestas



Appendix D – What Kind of Digital Content should be in a drinking catering platform?

Video, procedimiento y recetas (lista de ingredientes y cantidades)

Pictures & movies of creating cocktails

Graphic newsletters

Videos and reviews

Newsletter

I think the best content to attract customers is customer photos, reviews and product preparation

Correct descriptions and photo

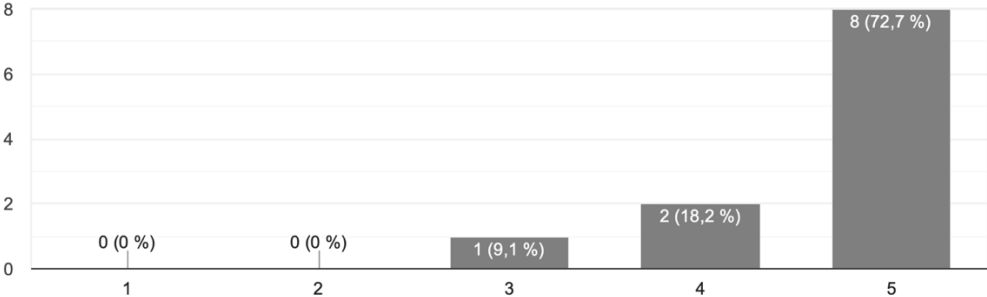
Demonstrations and facts about the products

Demonstrative videos of the product, how it should be used and when to use it, and to whom it should be directed

Appendix E - How important do you think high-quality drinks images, videos, and other visual content are in attracting customers to a digital catering platform?

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11 respuestas



Appendix F - What kind of visual content do you think would be most effective in showcasing the drinks offerings?

Video and graphics

Reels

an artistic visual of the product

It depends on who the buyer persona is, but the content that goes for the most and in trend is the video format

Photo and they correct descripción of the cocktails for the costumers really know we drink

Kinds of tastes that the clients could feel an attraction of

ads or videos that demonstrate the quality and versatility of the product

Videos, photos, short stories, lists of products

Appendix G - Based on your expertise, what kind of written content, such as drinks descriptions, ingredient lists, and nutritional information, should be included on a digital catering platform to inform and engage potential customers?

flavors

Not that important

Origin, production process , exclusivity and a professional (sommelier) reviews

the ingredients should be known together with any allergies (talking about drinks perspective)

type of business, location, what differentiates you and a phrase that represents the placement

A short descriptions of the used liquor

The social ando inner benefits that the client could innovate with the beer

It must include all descriptive material of the product, nutritional information and alcohol content, etc.

The story behind the brand, how it's your brand cool enough to attract people

Appendix H - What role do you think user-generated content, such as customer reviews, testimonials, should play in building trust and credibility for a digital catering platform?

Not that important, most reviews are fake

It will generate loyalty and liability with current and new users

people can see what other experiences others had and can decide for themselves if they trust it

as honest as possible, know what need you solved for your customer, what they thought before trying the place and after, finally if they would go back

Best barrenders anda brands booss testimoniales

Customer Reviews gives the most credible testimony cause the relationship C2C is stranger than B2C

It should generate trust, credibility and quality of the product, that makes it more attractive to all audiences.

It's really important for the new customers, reviews help to people who doesn't know anything about your business have a good start reference about what you sell and what you d

Appendix I - In your opinion what are the most effective marketing channels or platforms for Shake and Serve to promote their digital drinks catering platform and attract existing and new customers?

Social media and influencers

Redes sociales, alianzas con influencers y marcas

Shake and Serve is working for a lot of private people. For them: tik tok, Facebook & instagram

Email marketing

Partnerships with spirits brands, influencer marketing, pamphlets and voice to voice

Social media like instagram, facebook and linkedIn

Influencer marketing and contact list (whatsapp), social media is a good platform but with strategy of buyer persona funnel

Social ando voice 2 voice

Social media and e-mail suscriptions are the stronger possibilities

Appendix J - From your experience, what are the most effective calls-to-action (CTAs) or incentives that Shake and Serve could use in their marketing campaign to encourage customers to take action and engage with their digital catering platform?

Good service

Giftbox

A loyalty program for long term customers with exclusive benefits

perhaps offer them some kind of incentive for trying the service

Limited time offera, giveaway

Aliance whith the best bars for discounts por free tastes of new liquors

The free trials gives the possibilities to the clientes to earn a good taste into a new product

You should do promotions, discounts, gift cards, etc.

Menus, how to reserve your services, how to do by yourself, offers,

Appendix K - Based on your expertise, what type of messaging or value proposition do you think would approach Shake and Serve's target audience in a marketing campaign for their digital catering platform?

Youth!

Youths who are pending of nowadays trends

The sport fans, young adults and college students, are interested in the industry and to find ideal product foto them

Young people love drink and they have a lot of new business where you can offer catering services, between 25 to 45 years, most of them uses social media frequently and know how it works a digital platform to buy physical and digital products.

Capacitaciones de negocios, personas

The more caterers you have, the more interesting it will be for the client (1 question asked - more caterers give an answer)

Appendix L - Based on your expertise, what are the key factors, needs, or motivations of previous and potential clients for a digital drinks catering platform?

Try something that you might not find easily on a convenience store

to expand their knowledge and do something fun

Curiosity and adviser

Someone new

Have an incentive, discount or free trial to get a taste and being more interested of the thematic

make a product that generates satisfaction in all senses

People who need a big service of drinks for company's, people who have home parties and meetings and they're looking for a delivery of liqueur and food.

Appendix M - In your opinion, how could you describe the person most likely to use the digital drinks catering platform? In terms of demographic characteristics.

Generation Z

En su mayoría Jóvenes que buscan capacitarse o que buscan algún fin recreativo.

cocktails are for everyone. So companies but also private people

Youth

Woman between the age of 18-25 (cocktails are very interesting for them

18-55, 15km from local, day job, interests funny/ party/ events/ Love, costumer needs, probable place he frequents, if he is married or single

25-45 years, male and female, people who have companies or home reunions that need a services of alcohol and food services

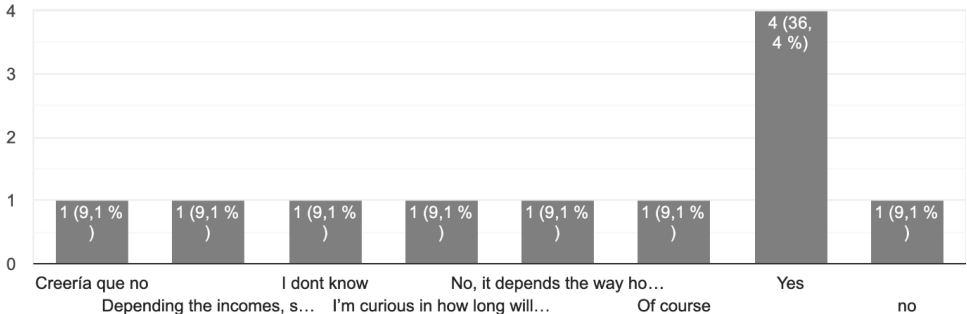
Appendix N - As a professional in the industry what you consider are the barriers that could lead the platform to struggle engaging with target when launching it?

Followers of your product
Lenguaje, falta de experiencia,
lot of competitors, big marketing costs, not enough partners
Language and customer unknowledge
the expected product is different from the delivered product
Technology
Educarte they new costumers to use they platform
The technology si a struggle for the people, in terms that could not be as easy as the younger generations, combines with the fact that the no experience could dissapoint them to get involved to the industry
Technology and languages
Non experience, non use of technology and no experience with digital purchase's

Appendix O - Do you consider from your expertise that the idea of generating an income from a digital platform could bring further economic or managerial issues for the company?

Do you consider from your expertise that the idea of generating an income from a digital platform could bring further economic or managerial issues for the company?

11 respuestas



Appendix P - What you consider from your experience there are other external factors that a company dedicated to drinks catering as Shake and Serve is, could take into account when going digital?

Competition and the range of the network of S&S and the costs of the range of the network

Regulaciones, certificaciones etc.

Legislation

It will face more audience, it means more internal and logistics process will be needed

Web site, Google local, trip advisor, social media, advertising, influencer, affiliate

The alternatives of the people to earn new ways to get a bevarage, combined with the fact that technology may get a client closer

must consider many factors, such as the quality of the products they offer

It has to be really easy for every user a quick process and a big experience