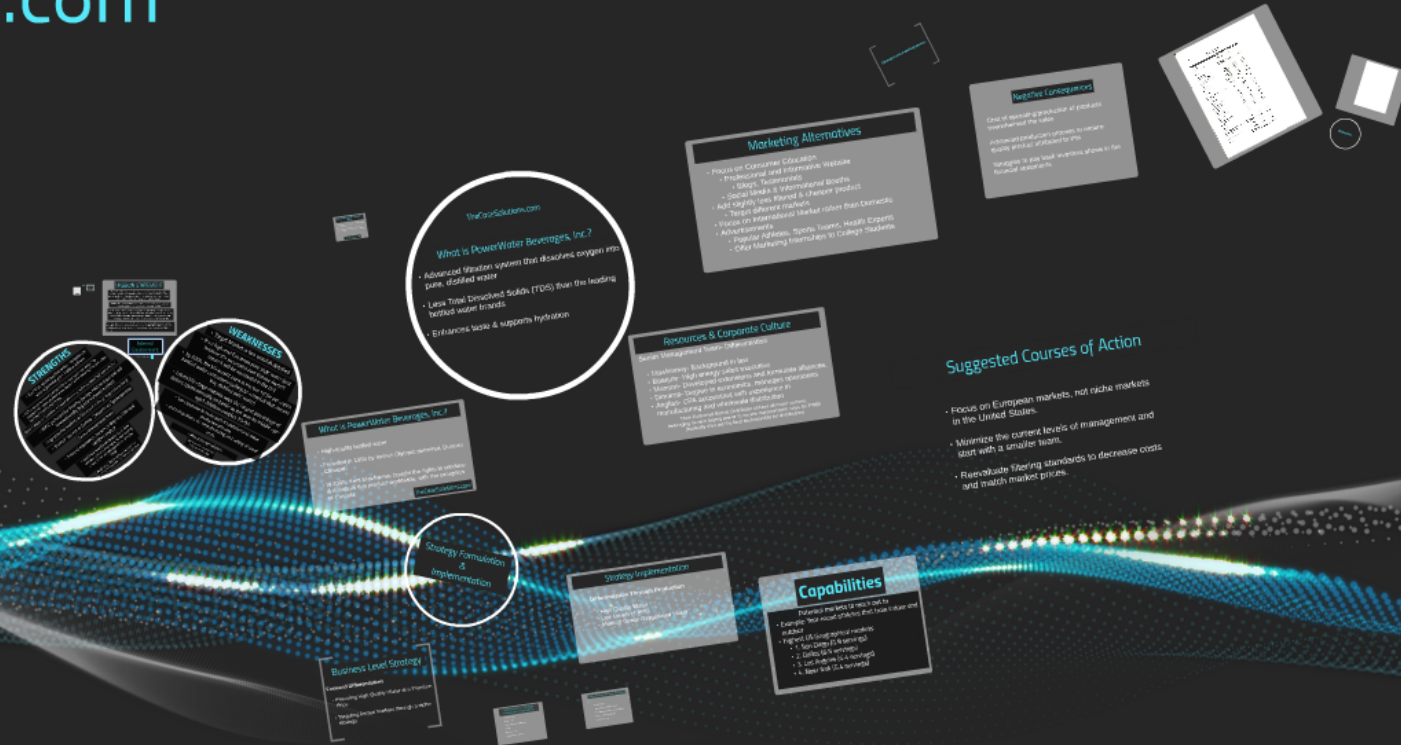


PowerWater Beverages

By: Scott Lansfield
Madison Mergen

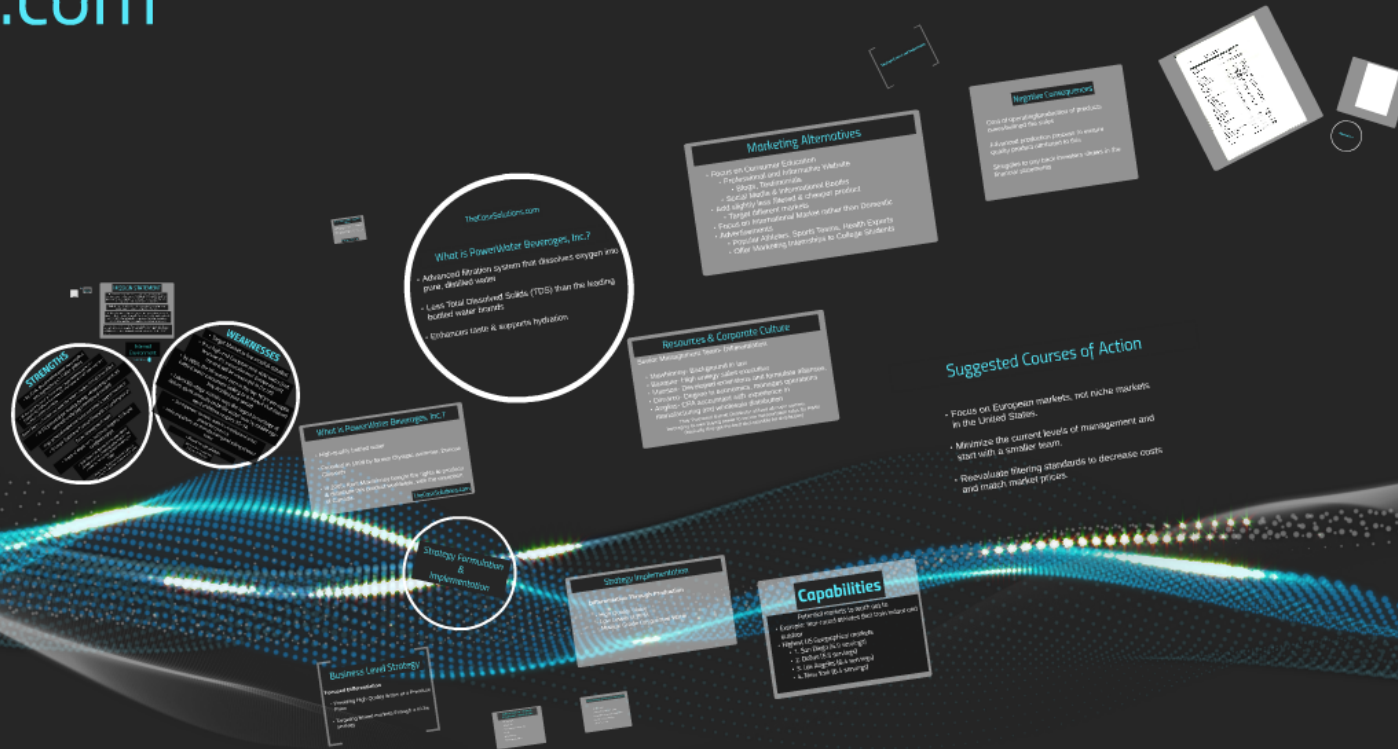
Logan Rhea
Harold Anderson
Robert Tuttle



PowerWater Beverages

By: Scott Lansfield
Madison Mergen

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Harold Anderson
Robert Tuttle



What is PowerWater Beverages, Inc.?

- High-quality bottled water
- Founded in 1999 by former Olympic swimmer, Duncan Cleworth
- In 2005, Kent Mawhinney bought the rights to produce & distribute this product worldwide, with the exception of Canada.

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What is PowerWater Beverages, Inc.?

- Advanced filtration system that dissolves oxygen into pure, distilled water
- Less Total Dissolved Solids (TDS) than the leading bottled water brands
- Enhances taste & supports hydration

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Senior Managen

- Mawhinney-
- Baaquie- Hig

ter Beverages, Inc.?

Two major factors the company is facing...

1. Is \$950,000 the appropriate amount they need to raise to start this company?
2. Is this business a good idea or should the opportunity be revisited with the board of directors?

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External Environment

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The external environment of PowerWater Beverages, Inc. has many opportunities and threats such as:

- Competitors
- Customers
- Economy
- Suppliers



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Retailer	Number of Stores	Locations
Big Y Supermarkets	52	CT, MA
Shaw's Supermarkets	212	New England
Christies	30	MA
Discount Drug Mart	60	OH
Restaurants		Baxters, Arnolds, Trader Ed's
Franklin Dist.	100+ stores	CT
American Grocer Dist.	60	MA, NH

PWBI was under negotiations with the following companies and expected PowerWater to be available in the following stores in the near future:

Retailer	Number of Stores	Locations
Home Depot	Over 2,200	Nationwide
Bozzutos Dist. IGA supermarket	Over 300	New England
Food Bag	Over 30	CT
Frank Banco Dist.	Over 300	NJ., NY, PA
Publix	Over 100	FL
Price Chopper	Over 100	New England, NY and PA
Ohio Wine	Over 25	OH
Quick Chek	Over 100	NJ
Safeway	Over 1,700	Across USA
Pine State Traders & Dist.	Over 3,000	New England
Trader Joes	Over 200	AZ, CA, CT, DE, IL, IN, MD, MA, MI, NV, NJ, NM, NY, OH, OR, PA, VA, WA
J. Polep Dist.	Over 700	New England
Wakefern	Over 300	Metro New York/Long

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Internal Environment

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