

# Seminar work

# Example

- ▶ Wine company, operating in the market since 1992, producing 20,000 liters of wine, of which approx. 5000 bottles of wine per year. It produces classic varieties of wine made from grapes from their own vineyards. Family firm in nature, are mainly employed family members. Everything is family caters only for seasonal work hires temporary workers.
- ▶ Part of the processing is automated, the value of machines is approx. 3 million. Advertising is going through brochures and presentations on selected events and exhibitions. Web pages are made by professional companies, provides a simple order form on the wine, it is clear that this is not about e-shop. The company does not provide delivering of wine.

## Strengths:

- Established family business
- Long-term clients
- The vineyard property we do not depend on the purchase price of grapes
- We are watching high-quality grapes
- The mechanization
- Quality website

## Opportunities:

- Subsidies from the EU
- Cooperation with the Wine Fund
- Wine Routes
- St. Martin or similar campaign
- Cooperation with universities or professional
- Cooperation in the micro – Wine Exchange
- Establishing cooperation with selected shop

## Weaknesses:

- No built e-store
- No boost up new varieties
- Not complexive communication with the customer
- We are able to ensure delivery
- The traditional varieties we have to chemically treat

## Threats:

- Taxation of wine
- New, attractive varieties – resistent
- Imports of wine from abroad (Slovakia, Austria, Hungary)
- Owners of other alcoholic beverages
- Promotions, exhorting to consume beverages other than wine

SWOT – analysis

Internal

Strengths

Weaknesses

Opportunities

***S–O–Strategy = Maxi Maxi***

- Subsidies from the EU to the reconstruction of old vineyards and new machinery
- Support Fund for the expansion of wine websites
- A range of quality wines in the St. Martin's Wine
- Thanks to the wine trails we will increase our turnover by long-term customers – are known to come round and thus become better known

***W–O–Strategy = Mini Maxi***

- Subsidies from the EU to build e-shop
- Wine of the fund may dotated introduction of new varieties – also leads to the elimination of spraying
- Entering analysis of improved communication as a student project
- By working with a wine cellar wine improves delivery to customers

Threatens

***S–T–Strategy = Maxi Mini***

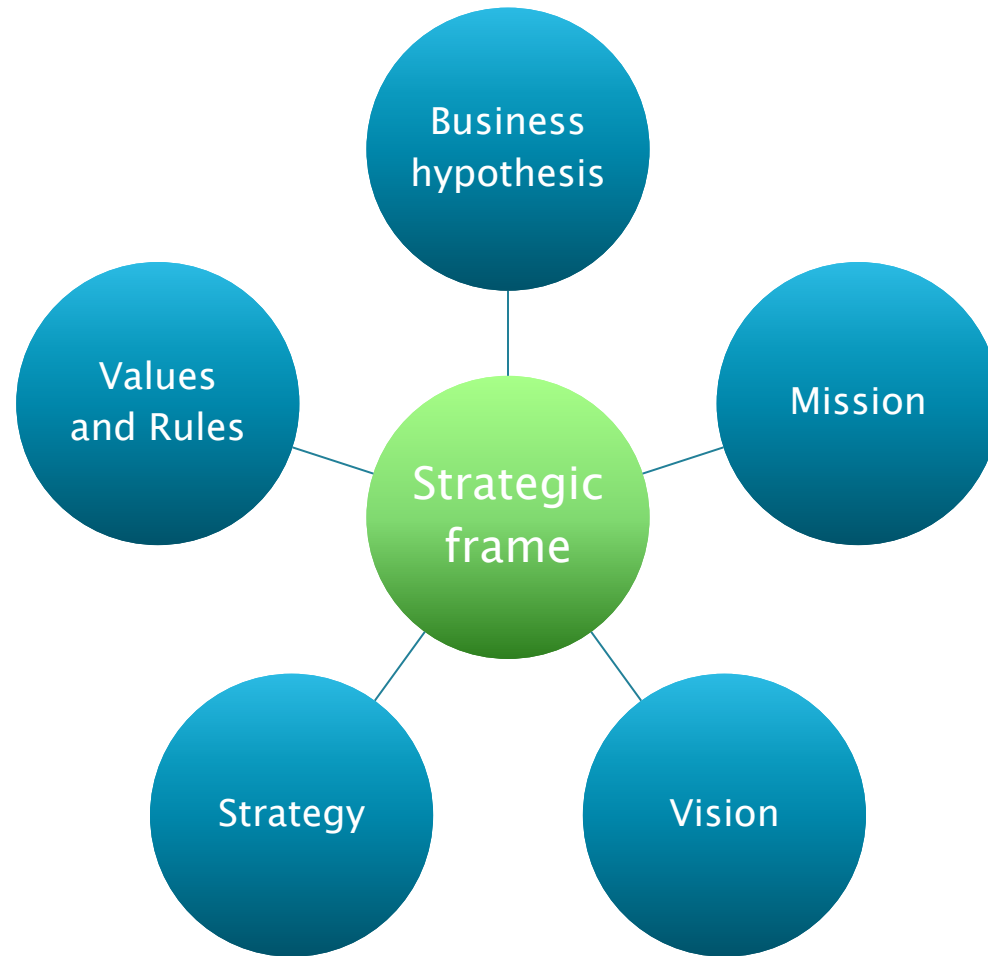
- The quality of the websites we are able to partially counter campaigns exhorting to drink other beverages
- The quality of our wines protects us against competition from abroad, it is necessary to emphasize quality
- Thanks to its own vineyards, the employment of family members and paid mechanization we are better able to withstand the pressure on the price of wine

***W–T–Strategy = Mini Mini***

- Introduction of new resistant varieties will keep on top of production
- On improving communication with customers while maintaining customers that drinking wine is the best
- Thanks for building e-shop, we will increase turnover and so we better face the effects of taxation on wine

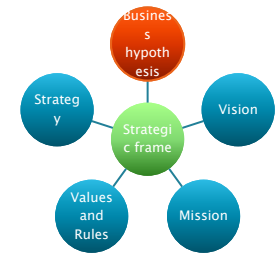
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# The Elements of Strategic Frame



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# Business Hypothesis



Gains trust of investors, owners, managers, workers

Identifies business opportunities in surrounding environment

Clarifies why intended business will generate sufficient income to sustain itself in the future

Includes trend estimations of target customers behavior and other subjects considering development in environment

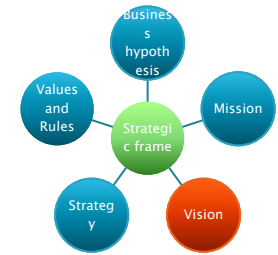
- business, market, political, technological, economical, ecological and social

Delimits a space where the company will operate and describes the position which company want to fill

# Business Hypothesis

- ▶ The company can multiple its income twice
  - The interest of quality and bio wine is growing
  - The communication channels are able to multiply the ways of communication
  - The business of the company is stable

# Vision



Answers the question: What the business and company will look like in a distant future?

Reflects feelings and ideas of leaders

(emotional perspective)

Includes measurable parameters and its values indicating achievement of vision

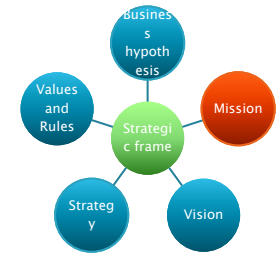
(rational perspective)



# Vision

- ▶ After 5 years
  - 2 x more stabile customers
  - Established IT communication channells
  - To be a leader / one of the most important producers of bio quality wine

# Mission



Indicates the benefits for customers, suppliers, employees

Offers products and services to satisfy needs of the subjects

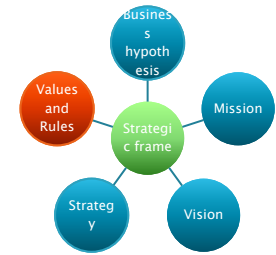
Appeals to wider customer groups

Attracts attention rather than explain usefulness exactly

# Mission

- ▶ To interconnect people and nature

# Values and Rules



Focus on potential ways leading to achievement of goals outlined in vision

Emotionally, it is a set of shared and felt values which company ought to obey when realizing the vision

- examples: Give-Take Matrix compliance, exploit any flaw in law at all costs

Shared values are rationalized into the set of clear rules which observance is measurable

- example: every contract must be revised by XY from the perspective of Give-Take Matrix compliance

# Values and rules

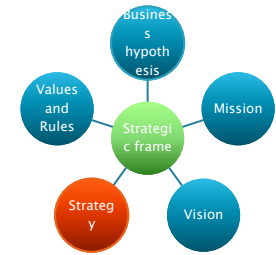
## ▶ Values

- Family links
  - The family is part of the nature and environment
  - The customers are the part of our family
- We produce in a harmony with the nature, not with the chemicals

## ▶ Rules

- The ways of communication
- The ways of leadership

# Strategy



Defines specific business activities which enable to sustain success of company both in the presence and in the future

- markets to operate on, customers and clients to serve, competitive advantage to gain

The parts of the strategy focused on the presence and on the future have to be clearly distinguished

- to avoid confusion of managers
- to prepare step changes to surprise both clients and competitors

# Strategy

- ▶ Use SWOT strategies to find a right way
- ▶ Describe
  - Markets
  - Customers
  - Competitive advantages