

SWOT analysis



Example 1

- 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:

Weaknesses:

Opportunities:

Threats:

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

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

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

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

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Opportunities

S-O-Strategy = Maxi Maxi
Developing the new methods,
suitable for improving the
strengths of the company

*W-O-Strategy = Mini
Maxi*
Removing the
weaknesses to found the
new opportunities

Threatens

S-T-Strategy = Maxi Mini
Using the strengths to
eliminate the threatens

W-T-Strategy = Mini Mini
Developing strategies to
eliminate the threatens,
endangering our
weaknesses.

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

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-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

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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Threatens

