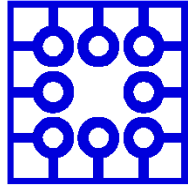
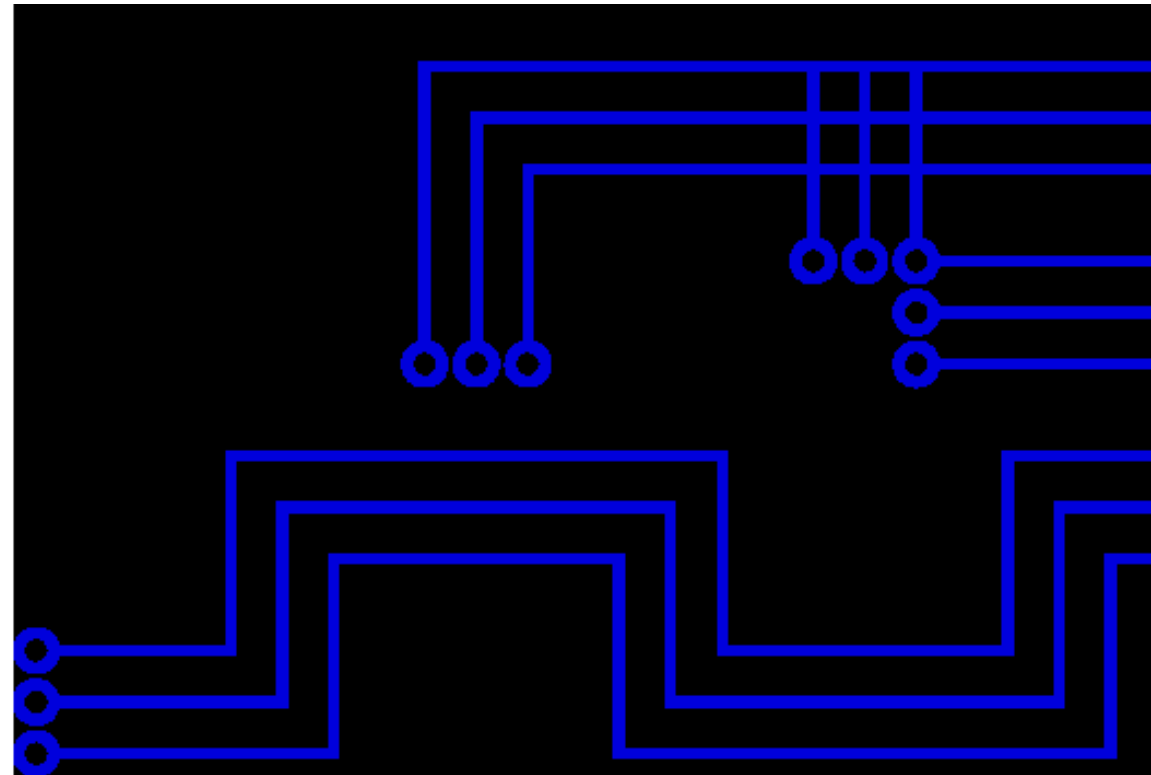


MUNI
FI

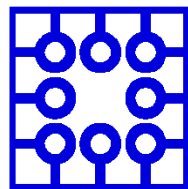


Laboratory
of Service
Systems

Practical example

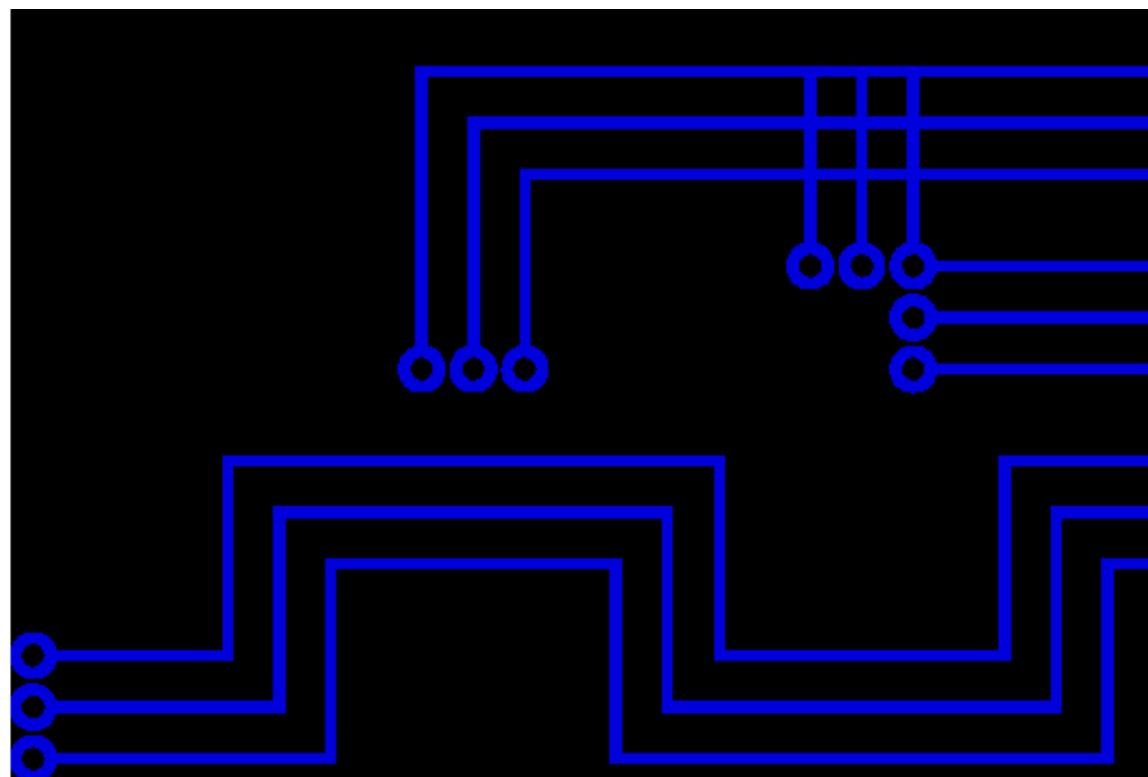


MUNI
FI



Laboratory
of Service
Systems

SWOT



S
 Fam. employees
 Well known
 Own vineyard
 Partly automated
 Personal relationships with customers

W
 Fam. employees
 Seasonal workers
 Low marketing

O
 Wine festivals
 detentions from CVF
 EXPAND ADVERTISING (GOOGLE, ...)
 AI

T
 Corona
 Climate change
 SYNTHETIC VINE
 ECON. CRISIS

S
 + company history (1992)
 + family business + motivation
 + 3 million devices
 - own land

W
 - e-shop
 - NO DELIVERY
 - singular locality
 - family business

O
 - demand for machinery renting
 - regional tourism
 - watering system
 - automated process
 - online space
 - distributors
 - subsidies
 - WINE SUB. BOXES
 - VALENTINE'S DAY

T
 - COVID
 - bad weather
 - process mistakes
 - unavailability of temp workers
 - taxes/tariffs
 - machine malfunctions
 - canceled events
 - diseases/pests
 - ENERGY PRICE
 - WATER PRICE

S-O
 - VINE FESTIVAL
 - USE OF ADVERTISING
 - use being well known for wine festival spots
 - use funds for vineyard

W-O
 - OUTSIDE PEOPLE WITH ADVERTISING
 - SAME SEASONAL WORKERS
 - social media for marketing
 - social media for agritourism

S-T
 - PROMOTE QUALITY TO BEAT COMPETITION
 - use being fam-owned in corona
 - no fixing

W-T
 - ECO-FRIENDLY
 - RESISTANT GRAPES (TO WEAT)
 - improve marketing to fight corona
 - get experts

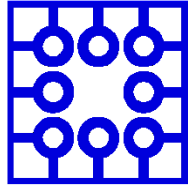
S-O
 - USE COVID TO PRODUCE FAMILY M.
 - RENT MACHINES, SELL KNOW-HOW
 - OWN LAND -> REGIONAL TOURISM

W-O
 - ONLY DELIVER IN SUB. BOXES
 - USE SUBSIDIES TO PURCHASE LAND ETC
 - e-shop to offer online space

S-T
 - ONLINE WINE TASTING
 - USE ICT ON DEVICES TO PREVENT MALFUNCTIONS

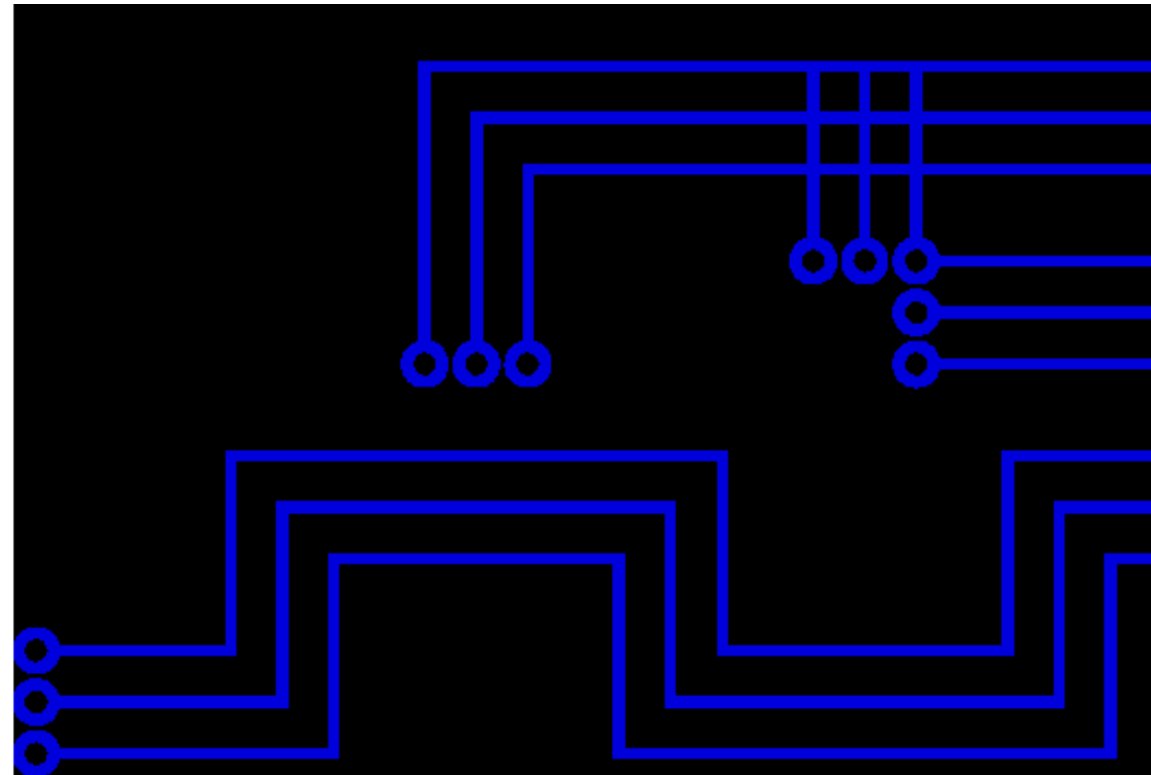
W-T
 - MAKE SURE OWN EVENT
 - COVID - CREATE AN E-SHOP

MUNI
FI



Laboratory
of Service
Systems

Company culture



Company culture

$$C_{re}(f_1 + f_2) = E$$

Company culture is the set of relationships between key factors essential for the company

Elements of culture

- Symbols
- Values
- Rituals
- Heroes

Examples of factors

- interpersonal relationships
- work environment
- vision clarity
- leader authority
- organizational structure
- level of formality
- Benefits
- work/life balance

VALUES

- home-grown
- ecology
- giving back to the community
- traditions
- MODERN TWIST
- partly automated process

HEROES

- founder
- historical figure
- FOUNDER'S SON

RITUALS

- EVENTS
- SCRUM
- LUNCH, COFFEE

COFFEE CHAT

MANUAL DIGGING

FAMILY DAY

TEAM BUILDING

LEARNING DAY

RETROSPECTIVE

COMP. BREAKFAST

SYMBOLS

- logo
- grapes
- colors of wine
- wineyard
- bottle design
- family name

VALUES

- family company
- traditions
- love to wine
- 100% company made (integrity)
- keep customers satisfied
- quality of wine
- local cooperation

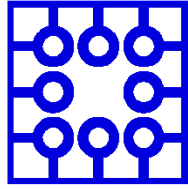
HEROES

- founder
- public repres.

RITUALS

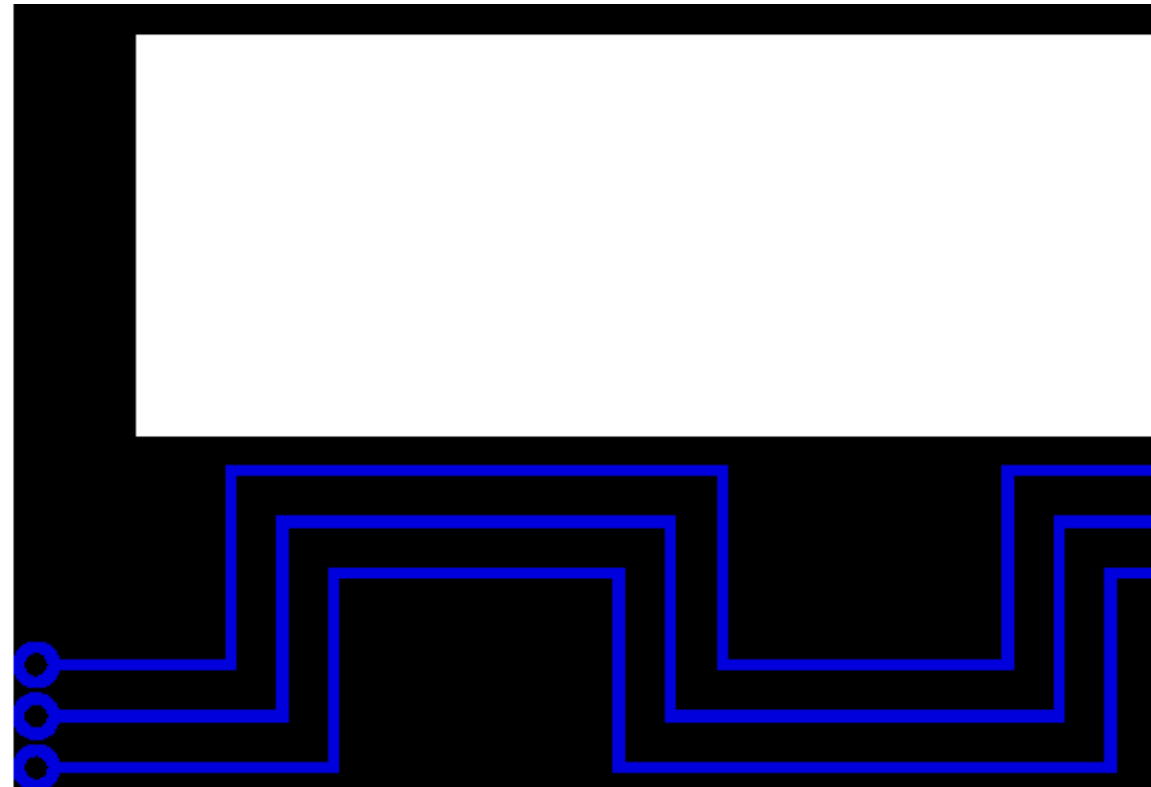
- meetings
- company retreats
- team buildings
- lunches
- exhibitions - trips
- scrum ceremonies - bootcamp
- 1v1 with manager
- celebrations
- quarterly planning

MUNI
FI

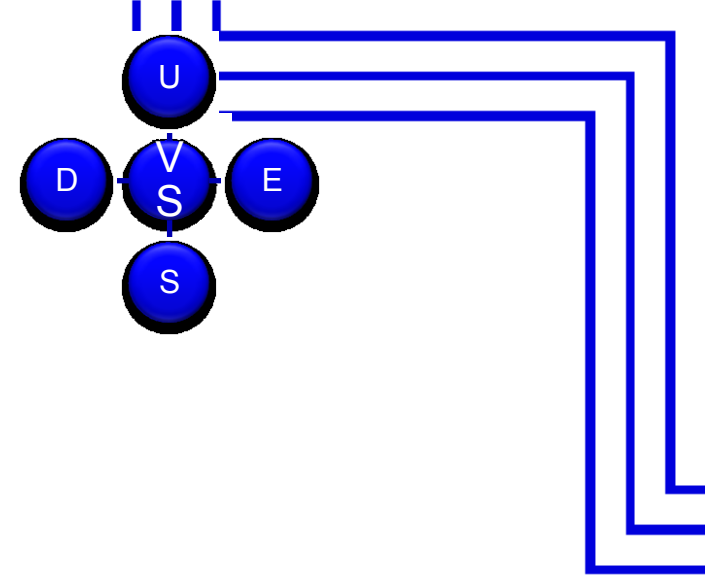
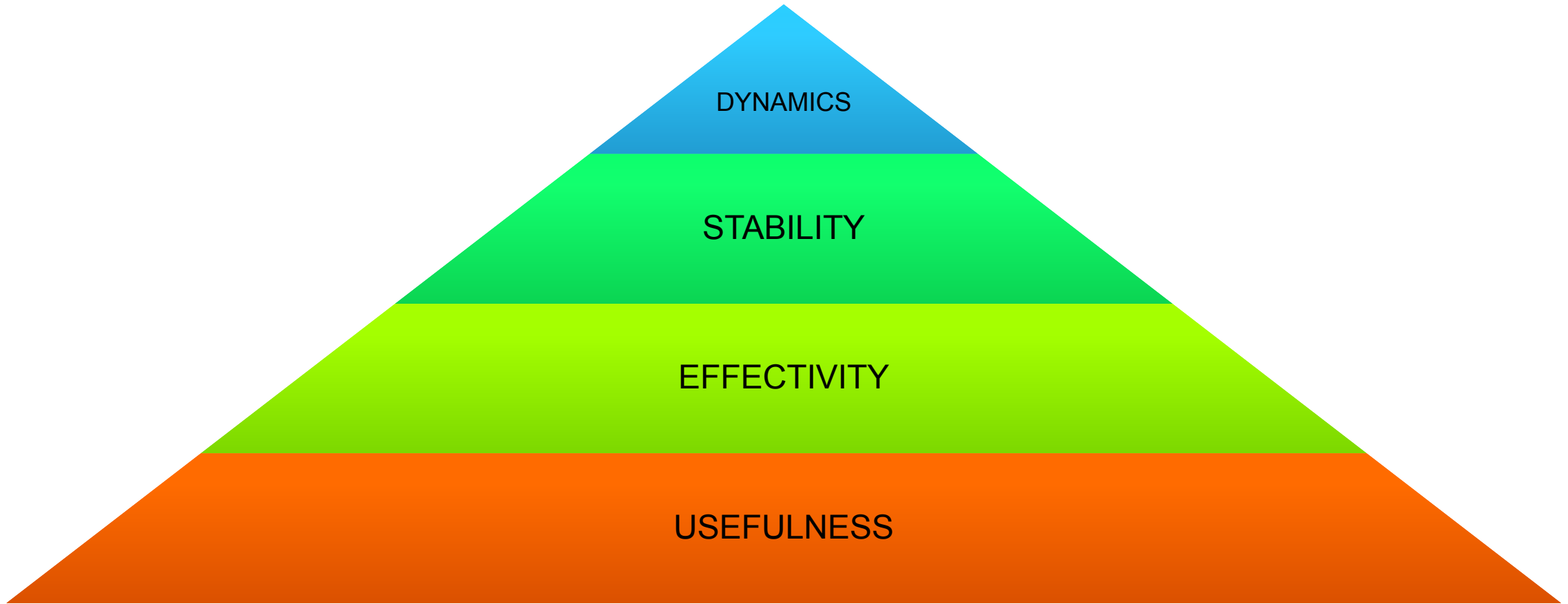


Laboratory
of Service
Systems

Pyramid of vitality



Pyramid of Vitality



U VALUE TO COST

- Wine quality
- Wine festivals
- donations from ČVF
- OWN VINEYARDS
- FAMILY COMPANY
- WELL KNOWN BRAND

E MONEY, PROCESSES

- ~~known vineyards~~ - PRICES
- Seasonal workers - STABLE PRODUCTION
- ~~Wine experts~~
- Partly automated
- State support + DONATIONS
- ~~Marketing~~

U

- Wineyard own bottle, logo...
- experts
- family name
- 100% company made.
- traditions
- love of wine.

E

- good name
- ads
- family name
- integrity
- LOCAL COOP.

S FEEDBACKS

- ~~Family company~~
- Good relationship with customers
- Well known brand
- established company
- WINE FEST.
- EXPERT
- ADS

D PROACTIVE, FEEDBACKS

- Online store
- Wine festivals
- Agrotourism
- Own wineyard - EXPERIMENT
- EXPERTS - NEW WAYS (BIO..)
- ADS - BUT UNIQUE
- GOOD RELATIONSHIP WITH COST

S

- keep customers satisfied
- traditions
- local cooperation
- integrity

D

- local cooperation
- well known
- 100% company made
- family name
- owner

U

- Community feel (being in authentic wine cellar) → - brand (logo, color, name)
- Tradition (Sout Moravia from wine) → - awards/certificates
- provide high quality of wine
- marketable brand
- we know for which wines there is demand
- MAIN C.G. - TOURISTS
- ON-LINE - REST.
- WINE SHOPS
- EVENTS

E

- EDUCATION OF COMMUNIT
- REFLECTIONS

E

- clear image of inputs outputs
- Transparency of machinery
- planning system
- using machine → rent
- intensive marketing
- working as a well oiled machine

E

- CRH
- training
- SHARED CONSC.
- TEAM BUILDING

S

- NO BAD BLOOD IN FAMILY
- Regularly refresh offerings
- Stable supply chain
- Contingency plans in situations like Covid
- wine tasting events - our products feed. - competitors feeds.

Founder's son smiling everywhere (with bottle of our wine)

St Urbans wine festival

- employee benefits, newards
- long-term contracts
- NO OTHER HERO

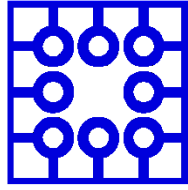
D

- being the first to follow global trends locally (eco-trends)
- trying to find new customer groups
- virtual space
- YOUNGER GEN.
- WINE/FINANCIAL RESERVES

HOW TO make TIK TOK VIDEOS

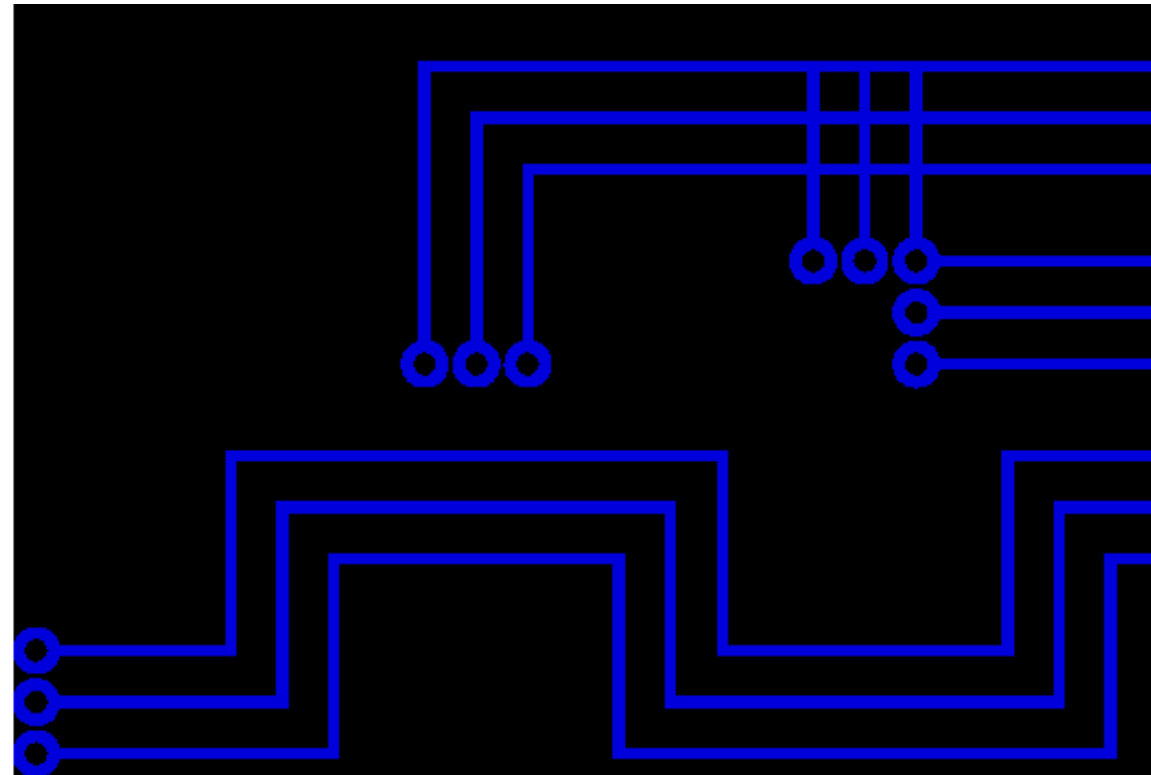
- actor's instagra
- support travel
- actively seeking know-how (consultants)
- LONGTERM MONITORING TRAIL

MUNI
FI

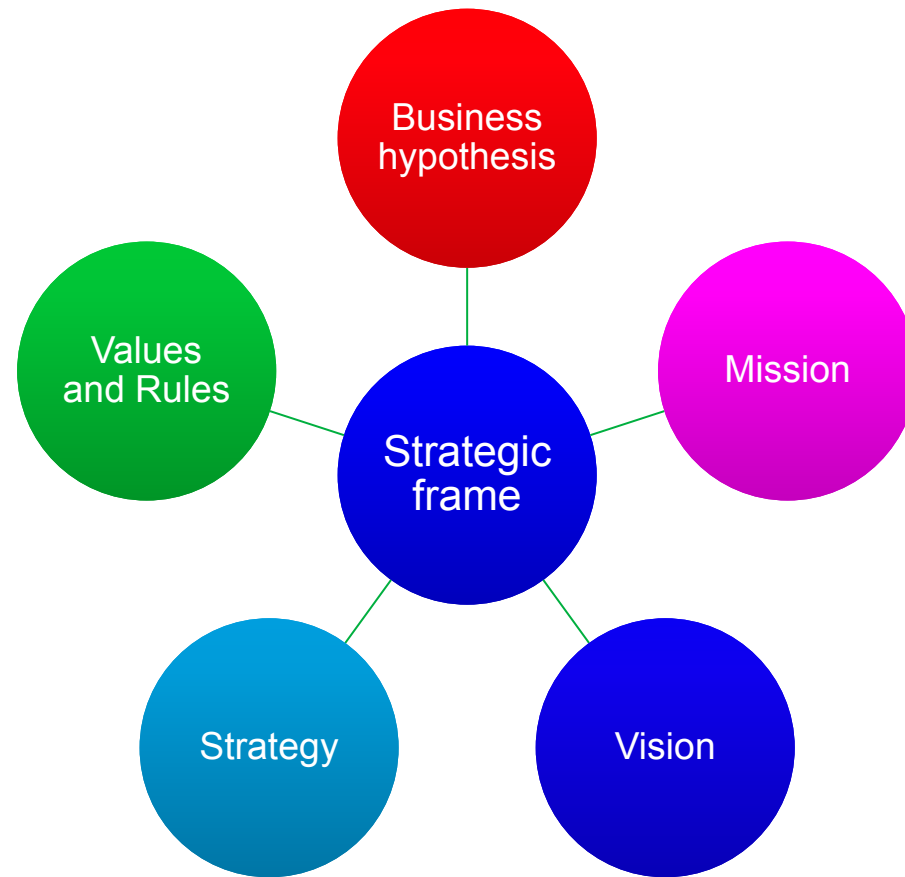


Laboratory
of Service
Systems

Strategic frame



The Elements of Strategic Frame



(C) J. Plamínek



B+I

- QUALITY
- FLEXIBLE, GROWTH POTENTIAL
- CUSTOMER RELATIONSHIPS

- local winery producing HQ wine
- interest in local producers
- traditional - own vineyard

- M - HQ bio wines + unique taste +1
- family company, tradition
 - friendly approach to customers

- not harmful for enviro.
- provide option of non-alcoholic wine

- V - number one of bio wine in CR
- awards
 - sales numbers
 - social media mentions

- leaders of local CR bio wineries
- new vineyard (experiment)
- also-free (limited edition)

- company that care about environmental
- expand production to other regions

V+R

(ENVIRONMENT FRIENDLY)
- SUSTAINABILITY AS A SOURCE OF INFORMATION
- CUSTOMERS

- no chemicals on grapes. - not selling much in supermarkets
- eco packaging
- using only own grapes.
- participate in comp.
- fair salaries
- bottles from loc. producers

S

- events for customers and sales
- find alternatives to chemicals (university co-op.)
- reduce production waste

- do research contact them
- invite restaurant owners for wine degustation

BH

- KNOWN FAMILY NAME
- Cooperation with university
- new products
- limited editions, wine with a story, experiments with wine
- online presentations

- M
- we care for current customers
 - World quality even in our little part of the world
 - Educate our customers, not just make them drunk
 - Customers know they're always buying quality wine
 - PROVIDING TRADITIONAL WINE TO ANYONE, REGARDLESS OF GENDER, ORIGIN, STATUS OR AGE IN A SUSTAINABLE WAY WITHOUT COMPROMISE.

- IN 5 YEARS BE IN TOP 5 GOOGLE RESULTS

- WHEN SEARCHING WINE RELATED EXPRESSIONS IN CR
- contracts with restaurants with own quality control (#restaurants, level of restaurants)
 - limited editions for companies (3 per year) - 2 sold out

- one of the products created from cooperation with University is awarded

V+R - NEVER COMPROMISE ON QUALITY

- NO COOPERATION WITH HUGE CORPORATES
- PRESERVE TRADITIONS AND CULTURE
- Not to be afraid of the experiments
- Strict rules of choice of the restaurants we cooperate with (Mystery shopping)
- NO SUPERMARKETS
- WE CANNOT BE ACQUIRED
- TEAM BUILDINGS