

FACULTY OF INFORMATICS  
MASARYK UNIVERSITY



PV215  
Management by Competencies

SWOT Analysis

Adrián Tóth (491322)  
Dušan Litvák (487581)  
Tadeáš Pavlák (487555)  
David Vaďura (433378)

February 25, 2019

## SWOT Analysis

	Positive	Negative
Internal	<p>Strength</p> <ul style="list-style-type: none"> <li>• family business</li> <li>• independent</li> <li>• automation</li> </ul>	<p>Weaknesses</p> <ul style="list-style-type: none"> <li>• semi automated</li> <li>• old machines</li> <li>• high costs of production</li> <li>• low production</li> <li>• advertising</li> <li>• missing secondary sources for wine production</li> </ul>
	<p>Opportunities</p> <ul style="list-style-type: none"> <li>• delivery service</li> <li>• e-shop / shop</li> <li>• international</li> <li>• certificate</li> </ul>	<p>Threats</p> <ul style="list-style-type: none"> <li>• climate change</li> <li>• natural disasters</li> <li>• temporary workers</li> <li>• regional only</li> <li>• vulnerable vineyard</li> </ul>

## SWOT Strategies

### S-O-Strategy (Maxi Maxi)

- donation investment into automation of the production process
- product improvement by obtaining trademark or certification for their brand

### W-O-Strategy (Mini Maxi)

- greater wine production may lead the company to be able to expand at global market
- **TODO**

### S-T-Strategy (Maxi Mini)

- **TODO**
- **TODO**

### W-T-Strategy (Mini Mini)

- creating fully automated process will result in worker reduction and later, it will remove the problem of hiring temporary (season) workers
- usage of other resources (excluding local, mainly external) will lead to processing not all of the local resources that implies a possibility to create local backup, what follows that they will be affected only slightly by the nature disasters