

FACULTY OF INFORMATICS
MASARYK UNIVERSITY



PV215
Management by Competencies

SWOT Analysis

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

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SWOT Analysis

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

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
- building an e-shop and promoting it online to reach more customers, even those from outside local area

S–T Strategy (Maxi–Mini)

- thorough and quality web page can appeal to clients from other regions
- independence because of own vineyard, provide protection from the rising grape cost

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