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PV215  
Management by Competencies

SWOT Analysis

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# 1 SWOT Analysis

	Positive	Negative
<b>Internal</b>	<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>• family business</li> <li>• independent</li> <li>• automation</li> <li>• high quality web page by professionals</li> </ul>	<p><b>Weaknesses</b></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>
<b>External</b>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• delivery service</li> <li>• e-shop / shop</li> <li>• online promotion / propagation</li> <li>• international</li> <li>• certificate</li> </ul>	<p><b>Threats</b></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> <li>• rising cost of grapes</li> </ul>

## 2 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