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Freemark Abbey Winery 1 Written Case Analysis – Freemark Abbey Winery Summary Freemark Abbey Winery is a vineyard in the northern Napa Valley. William Jaeger, a member of the owning partnership, is facing a decision about harvesting the riesling crop ahead of an approaching storm.

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To make this decision, a decision tree, Michael Porter's (1997) five forces analysis, and SWOT analysis are used to aid in the decision making process. Both five forces analysis and SWOT analysis reveal that Freemark Abbey Winery should pursue a differentiation strategy.

Freemark Abbey Winery - Case Study Example

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Freemark Abbey: The following are short possible answers to the questions posed in the case. Obviously your answers may differ from these and hopefully discuss the case more fully than just to answer the questions. The payoffs are revenues associated with various decisons and eventualities --since if storm hits and mold forms there is a loss of ...

Freemark Abbey: - Wake Forest University

William Jaeger, partner and owner of Freemark Abbey Winery, has a crop of Riesling grapes that are close to ripening with a possible rainstorm approaching. ... We will write a custom essay on Freemark Abbey Winery Case Study specifically for you for only $16.38 $13.90/page . Order now. ... It will be helpful to utilize the flowchart diagram ...

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View Notes - Freemark Abbey Winery case study from ACCT 310 at University Of Arizona. 1. If harvest the Riesling grapes before the storm arrives, Mr. Jaeger could choose to sell at $2.85 a bottle, or

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Freemark Abbey Winery Case Solution, Freemark Abbey must decide whether to harvest the possibility of rain. The rain could damage the crop, but delaying the harvest would be risky. ... Home » Case Study Analysis Solutions » Freemark Abbey Winery. ... This decision is further complicated by the fact that mature Riesling grapes are vinified in ...

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Freemark Abbey Winery - Harvard Business Review
Leave the grapes on the vines There is more value in waiting There is no added value in paying for weather information Harvest grapes whatever the sugar level Wholesale price around $2.50 per bottle EV of Storm or not > than EV harvesting Don't pay for a weather report Freemark

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We will write a custom essay on Freemark Abbey Winery specifically for you ... Since the Riesling takes only about 4% of winery's total production and the decision analysis only affects a small proportion of winery revenues, an expected value approach is used (not expected utility approach). ... it is worthless and he is willing to pay for ...

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