



The Farm Winery

Business Plan
A comprehensive business plan for The Farm Winery, detailing the company's mission, vision, and financial projections.

Marketing Strategy
A detailed marketing strategy for The Farm Winery, focusing on brand positioning and customer acquisition.

Financial Projections
A detailed financial projection for The Farm Winery, including a profit and loss statement and a cash flow statement.

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The cases grow the grapes, but it's your creativity, by providing marketing and the strong financial planning that provides, which truly sets you apart and your business on the map. We are here to help you succeed in your business.

Website Development
A professional website development for The Farm Winery, ensuring a user-friendly and visually appealing online presence.

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What Type of business is it?

Mt Cathedral Vineyards is a company shared between two people. They share the work, expenses and profits equally. This is called a partnership.

How has the business changed?

It started off with a farm with completely bare paddocks. The owners picked out, planted and looked after the grape vines. They then started harvesting the grapes and producing and selling the wine they made.

What does their business do?

Mt Cathedral Vineyards produces, makes and sells wine with carefully nurtured grapes that have been grown and made into wine by the owners.

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How did the business start?

It all started with an idea and a passion. Nick and Oscar then started a business after buying a property in Taggerty to grow and make the wine on.

SPREAD SHEET

Product or Service		Price
Bills	-	\$ 100
Equipment	-	\$ 200
Ingredients	-	\$ 150
Labour	-	\$ 300
Marketing	-	\$ 75
Insurance	-	\$ 100
Transport	-	\$ 250
TOTAL	-	\$ 1175

How does the business operate?

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The owners grow the grapes, tend to them carefully by pruning, watering and spraying them, picking the grapes when they are ready and then taking on the long process of making the wine, getting it ready to be sold and selling it.

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What different jobs are available in the business?

Grape picking, netting, bottle line operators, transport, pruning, farm maintenance, wine making and sales.

How is the business advertised?

Mt Cathedral Vineyards has a website with lots of information. They also do lots of networking and tasting stalls at some fetes and events.

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What different skills and qualifications are needed to work in or for this business?

It depends what job you are doing but here are the main ones: Reliability, extensive knowledge in the area you are working in, talent, experience, friendliness.

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How do the people in the business work together to make the business function?

When it is the time in the season to do their work, the people come and complete their work well.

The two owners do their share of the work and cover the expenses equally.