

# The High West Distillery

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## *Introduction*

\* David Perkins was in biotechnology for 14 years but wasn't satisfied.

\*He wanted to pursue his dream and open a high end Distillery in Park City, Utah called High West Distillery.



## *External Environment*

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### *Opportunities*

\*People are becoming more interested in small distilleries that can provide a specialty product

\* His general location is prime for his target market (30 year-old-plus)

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### *Threats*

\* Developed brands that people already recognize like Jack Daniels and Makers Mark

\*Codes and regulations of the state of Utah

\*The Religious Community in Park City





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## *Internal Environment*

### *Strengths*

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\*Creating a vision

\* Mr. Perkins has a lot of knowledge in biotechnologies

\* He has also invested a lot of time in learning about the process of distilling whiskey

\*Personalized bottles

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### *Weaknesses*

\* The start up costs for opening a distillery are very high

\* High end whiskey has a long aging process

\*Ordering from foreign suppliers

\*Personalized bottles

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