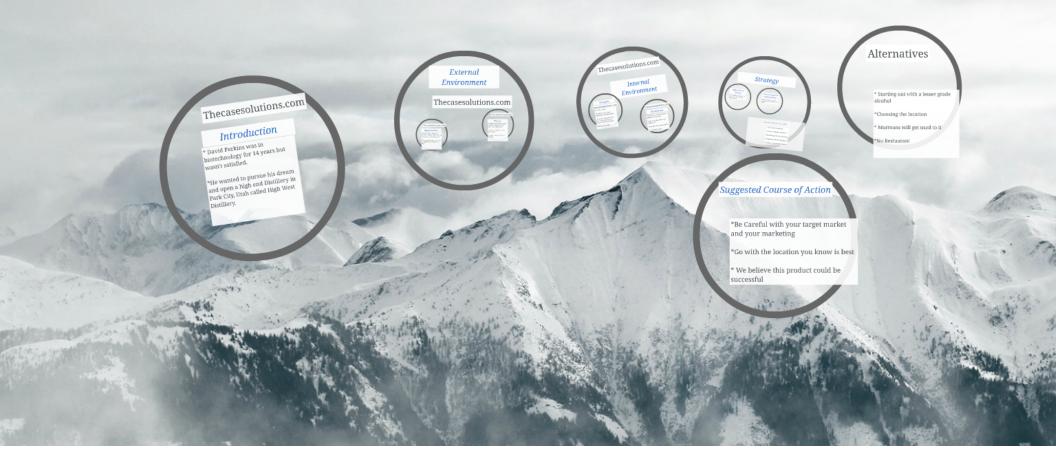
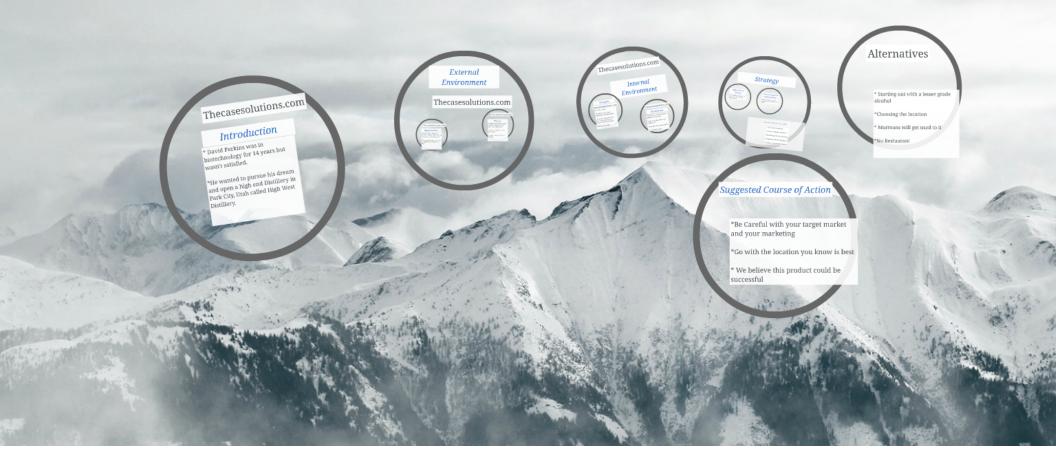
The High West Distillery

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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-oldplus)

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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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