

Extern analysis

- measure of consumption of alcohol (threat) Quotas for vine plantings(threat) · Removal of all customs duties in China and new
- (opportunity)

- Wine second-hand market (threat)
- Long-term payment
- . Europe is the world's largest exporter (opportunity) International
- reputation of "vin grand cru » (apportunity) Germany, Uk and
- USA bigger importer of wine(opportunity) Wine market is hillions (opportunity)

- French wine
 - culture is important (apportunity)

Shift in

• Uk, Australia and USA strong purchasing (opportunity)

consumption of wine (threat) Application change (threat) for wine, selling, critics • "Loi Evin" , no and blogging

Chateau Margaux: Launching The Third Wine publicity in

Marketing plan by Cyril Dejonghe, aroline Le Guen, Julie Cotonéa, marion Raoul, Léo Dufour



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า analysis



- reputation of "vin grand cru » (opportunity) Germany, Uk and
- USA bigger importer of wine(opportunity) · Wine market is estimated at 110 hillions (opportunity)

consumption of wine (threat) French wine culture is important (papartunity) • Uk, Australia and USA strong Application purchasing change (threat) • "Loi Evin" , no selling, critics (opportunity) and biogging (opportunity) publicity in France Social

Chateau Margaux: Launching The Third Wine

Marketing plan by Cyril Dejonghe, aroline Le Guen, Julie Cotonéa, marion Raoul, Léo Dufour

> History of Château Margaux . XVI century: Born of the estate * 1855: The official classification « Premier Grand Cru Classé » . 1977: Mentzelopolous family bought the proprety . Today: Château Margaux launching the Third Wine

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- Today: Château Margaux wines are experiencing unprecedented sucess
- Or Château Margaux launching the Third Wine
- + photo

Extern analysis

- Preventive measure of consumption of alcohol (threat)
- Quotas for vine plantings(threat)
- Removal of all customs duties in China and new markets (opportunity)

Politics

Economy

- Wine second-hand market (threat)
- Long-term payment (threat)
- Europe is the world's largest exporter (opportunity)
- International reputation of "vin grand cru » (opportunity)
- Germany, Uk and USA bigger importer of wine(opportunity)
- Wine market is estimated at 110 billions (opportunity)

- Shift in consumption of wine (threat)
- French wine culture is important (opportunity)
- Uk, Australia and USA strong purchasing power (opportunity)

Social

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 Application for wine, selling, critics and blogging (opportunity) Climate change (threat)

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Legal

 "Loi Evin", no alcohol publicity in France

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