



### Discussion Questions

- What are the dynamics of competition in the industry? How will the use of GMO's change these dynamics?
- Do you think it would be profitable to introduce GMOs in the wine industry? Would you as a consumer buy GMO products?
- Should a company act alone, or try to lobby the industry to move forward to a co-ordinated market?

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### References

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### Updates

- In 2010, the first GM wine was introduced in New Zealand. It was a Pinot Noir wine made from GM grapes.
- In 2011, a GM wine was introduced in Australia. It was a Shiraz wine made from GM grapes.
- In 2012, a GM wine was introduced in the United States. It was a Cabernet Sauvignon wine made from GM grapes.
- In 2013, a GM wine was introduced in France. It was a Chardonnay wine made from GM grapes.
- In 2014, a GM wine was introduced in Italy. It was a Pinot Grigio wine made from GM grapes.
- In 2015, a GM wine was introduced in Spain. It was a Tempranillo wine made from GM grapes.
- In 2016, a GM wine was introduced in Germany. It was a Riesling wine made from GM grapes.
- In 2017, a GM wine was introduced in the United Kingdom. It was a Pinot Noir wine made from GM grapes.
- In 2018, a GM wine was introduced in the Netherlands. It was a Pinot Noir wine made from GM grapes.
- In 2019, a GM wine was introduced in Belgium. It was a Pinot Noir wine made from GM grapes.
- In 2020, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2021, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2022, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2023, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2024, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2025, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2026, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2027, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2028, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2029, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2030, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2031, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2032, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2033, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2034, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2035, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2036, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2037, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2038, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2039, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2040, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2041, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2042, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2043, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2044, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2045, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2046, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2047, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2048, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2049, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2050, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2051, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2052, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
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- In 2066, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2067, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2068, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2069, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2070, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2071, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2072, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2073, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2074, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2075, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2076, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
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- In 2078, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2079, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2080, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2081, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2082, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2083, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2084, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2085, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2086, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2087, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2088, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2089, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2090, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2091, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2092, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2093, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2094, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2095, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2096, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.
- In 2097, a GM wine was introduced in the Slovakia. It was a Pinot Noir wine made from GM grapes.
- In 2098, a GM wine was introduced in the Hungary. It was a Pinot Noir wine made from GM grapes.
- In 2099, a GM wine was introduced in the Poland. It was a Pinot Noir wine made from GM grapes.
- In 2100, a GM wine was introduced in the Czech Republic. It was a Pinot Noir wine made from GM grapes.

### Value Benefit Analysis

Category	Benefit	Cost	Net Benefit
Production	Increased yield	Increased input costs	Increased net yield
Marketing	Increased sales	Increased marketing costs	Increased net sales
Customer Satisfaction	Increased customer loyalty	Increased customer acquisition costs	Increased net customer loyalty
Environmental Impact	Reduced environmental damage	Increased environmental remediation costs	Reduced net environmental damage
Social Impact	Increased social responsibility	Increased social responsibility costs	Increased net social responsibility

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### Customer Segments



### Technology Strategy



# Roaring Dragon Hotel: A Second Attempt at Modernization

Effect

Firms And Markets

Case Study: Dragon's Teeth Vineyards

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### Overview



### Agenda of the Presentation

- Introduction
- Problem Description
- Analysis
- Evaluation
- Conclusion
- Recommendation

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The wine industry used to be a traditional one, mostly made and consumed in the same way. But in the last few years, it has become more modern and diverse. This is due to several factors, including the use of new technology, the introduction of new wine styles, and the growing demand for organic and sustainable wine.



Problems could be identified by identifying the core of the problem. In this case, the core of the problem is the lack of modernization in the wine industry. This is due to several factors, including the use of old technology, the lack of innovation, and the lack of marketing.

### Facts

In 2010, a group of investors called for a new wine. They wanted to create a wine that was modern, innovative, and sustainable. They wanted to create a wine that was different from the traditional wine. They wanted to create a wine that was the best of all worlds.

### Problems

Should, for example, a Chardonnay with a GM gene keep its name? This is a question that has been asked many times. It is a question that has no easy answer. It is a question that requires a lot of thought and discussion.

### Logistics

Logistics is the process of moving goods from the producer to the consumer. It is a process that is essential for the success of any business. It is a process that requires a lot of planning and coordination.

### GMOs in Wine Production

Two ways of using them: 1) Modified yeast could be used to create a wine that is more sustainable. 2) Modified yeast could be used to create a wine that is more flavorful.





### Discussion Questions

- What are the dynamics of competition in the industry? How will the use of GMO's change these dynamics?
- Do you think it would be profitable to introduce GMOs in the wine industry? Would you as a consumer buy GMO products?
- Should a company act alone, or try to lobby the industry to move forward to a co-ordinated market?

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### Updates

- In 2005, the first GM wine was introduced in South Africa, produced by a multinational company.
- In 2006, a GM wine was introduced at a wine show in Johannesburg, South Africa.
- In the UK wine industry it is illegal to produce GMOs (and the wine) for commercial consumption.
- UK and Canada GM products are sold, the label is voluntary, nothing the wine looks better.
- Australia and New Zealand - GM wine.
- The 'Old World' countries have introduced strong regulations for GM products of GM wine in the market.

### Value Benefit Analysis

Category	Benefit	Cost	Net Benefit
Production	100	20	80
Marketing	50	10	40
Distribution	30	5	25
Consumption	20	2	18
Residual	10	1	9
Total	210	38	172

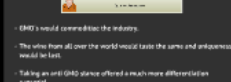
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### Customer Targeting



### Scenario Planning



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# Roaring Dragon Hotel: A Second Attempt at Modernization

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Case Study : 'Dragon's Teeth Vineyards'

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### Overview

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### Agenda of the Presentation

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### Introduction

- Wine consumption has increased significantly in Europe, particularly in the UK, where consumption has increased by 10% in the last 10 years.
- The UK wine market is highly competitive, with many producers competing for market share.
- Wine consumption is expected to continue to grow in the UK, with the UK wine market expected to reach a value of £1.5 billion by 2010.

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### History

- The wine industry has a long history in the UK, with wine being produced in the UK since the 19th century.
- Wine production in the UK has increased significantly in the last 10 years, with the UK wine industry expected to reach a value of £1.5 billion by 2010.
- Wine consumption in the UK has increased significantly in the last 10 years, with the UK wine market expected to reach a value of £1.5 billion by 2010.

### Company Profile

- Dragon's Tooth is a UK wine producer, established in 1990, with a reputation for producing high quality wine.
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### Facts

- In 2005, a group of investors called for a bid to buy the UK wine industry, with the aim of modernizing the industry.
- The UK wine industry is highly competitive, with many producers competing for market share.
- The UK wine industry is highly competitive, with many producers competing for market share.

### Problems

- Should, for example, a Chardonnay with a GM gene keep its name?
- The UK wine industry is highly competitive, with many producers competing for market share.
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### Logistics

- Changes in the downstream supply chain of wine industry (less chemicals needed and bigger protection - less costs)
- The UK wine industry is highly competitive, with many producers competing for market share.
- The UK wine industry is highly competitive, with many producers competing for market share.

### Production Trends

- The global wine industry was highly competitive and characterized by increasing demand.
- European countries were leading in keeping production levels high.
- Changing patterns of wine consumption were also to be noted.
- The UK wine industry was highly competitive, with top producers competing for market share.
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### Consumption Trends

- Since 1980, global demand for wine has increased 15%.
- In the UK, wine consumption has increased by 10% in the last 10 years.
- People are increasingly turning to wine, not just for drinking, but also for health reasons.

### Factors Influencing Customers Decisions in Buying Wine

- Country of Origin
- Variety of Grape
- Brands
- Sustainability

### Process and Technology

- Wine production is a highly competitive industry, with many producers competing for market share.
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- Wine production is a highly competitive industry, with many producers competing for market share.

### Genetically modified organisms

- Genetically modified organisms (GMOs) are organisms that have been genetically modified to produce a desired trait.
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### Significant events in GMO history

- The first GM food was introduced in 1994, when a GM soybean was introduced in the USA.
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### GMOs in Wine Production

- Two ways of using them:
- 1) Modified yeast could be used.
- 2) Modified yeast could be used.



# Firms And Markets

06.03.2012

Case Study : *Dragon's Teeth Vineyard*

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# **Agenda of the Presentation**

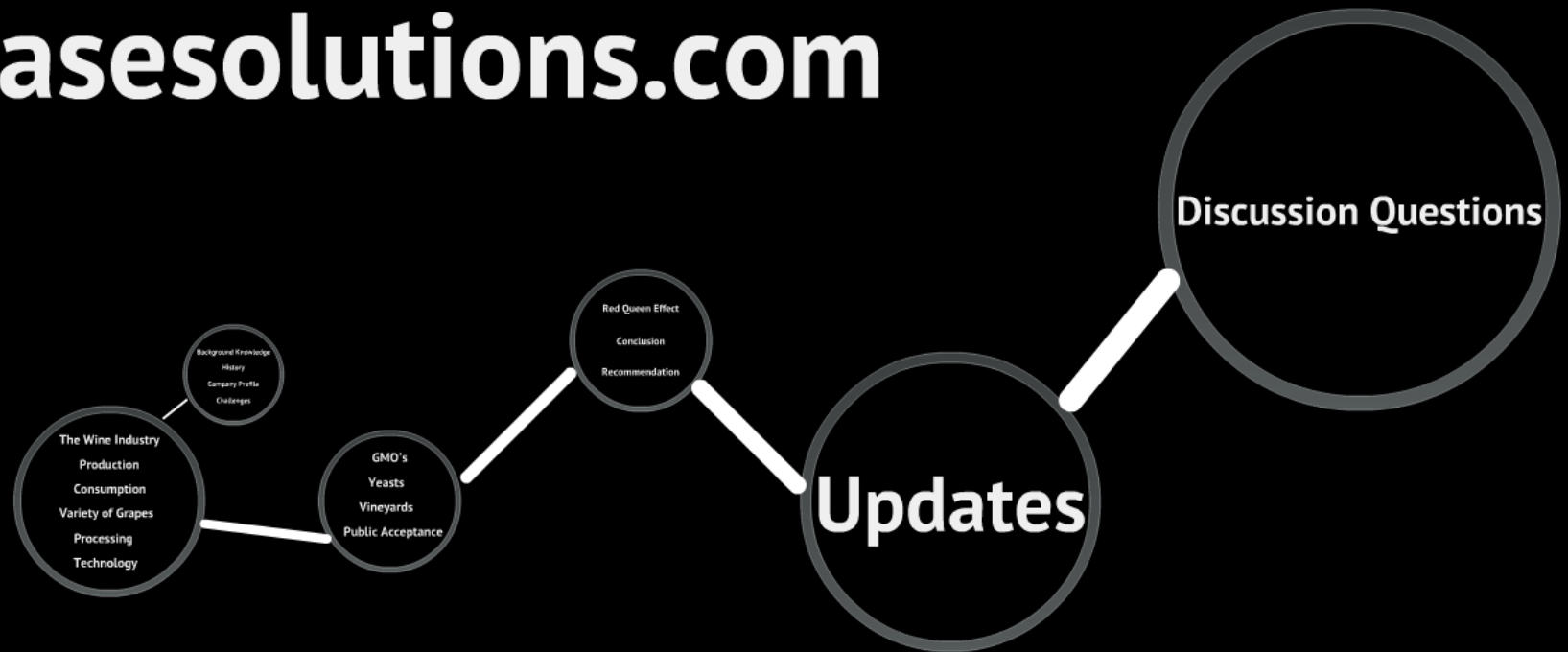
## **TheCasesolutions.com**

- **Introduction**
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# Overview

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Carl Bruges

Quality Assurance

- **GMO's would commoditize the industry.**
- **The wine from all over the world would taste the same and uniqueness would be lost.**
- **Taking an anti GMO stance offered a much more differentiation potential.**

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# Discussion Questions

- What are the dynamics of competition in wine industry? How will the use of GMO's change these dynamics?
- Do you think it would be profitable to introduce GMOs in the wine industry? Would you, as a consumer, try GE products?
- Should a company act alone, or try to lobby the industry to move forward in a co-ordinated manner?

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**Kate Brewer**

**Head of Export Sales**

- Market acceptance was not guaranteed especially in Europe, particularly UK, where consumers were suspicious of GM foods.
- The issue was 'perception' and one negative report could have a huge impact on the company.
- Meanwhile, none of the company's major accounts in Britain were asking for GM wine. There was demand only for consistent, high quality wine.

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