



Crafting
winning
strategies in
Mature
Markets
Harvard Case
Solution &
Analysis

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Presented By : Group 4
Section 4

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*The Vintage Wine.. a
brief industrial history*

- The Wining culture that was started by the Egyptians, was lived by the ages of Romans, French, Greeks and the Spanish
- French sophisticated the techniques of wine production
- 1521 - Wine arrives in North America
- 1870s - Birth of the Wine industry

Wines of the 2001

- Analyze the the Chardonnay and Cabernet Sauvignon grapes in 2001 and their origin
- Analyze the Argentine producer in the world
- Add its value for supply chain management

Wine	Origin	Production	Price
Chardonnay	France	1000	100
Cabernet Sauvignon	France	1000	100
Chardonnay	Argentina	1000	100
Cabernet Sauvignon	Argentina	1000	100

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Wines of the 2001

- Production of the Chardonnay and Cabernet Sauvignon grapes doubled and Merlot tripled
- America: 4th largest wine producer in the world
- 24th in world per capita wine consumption



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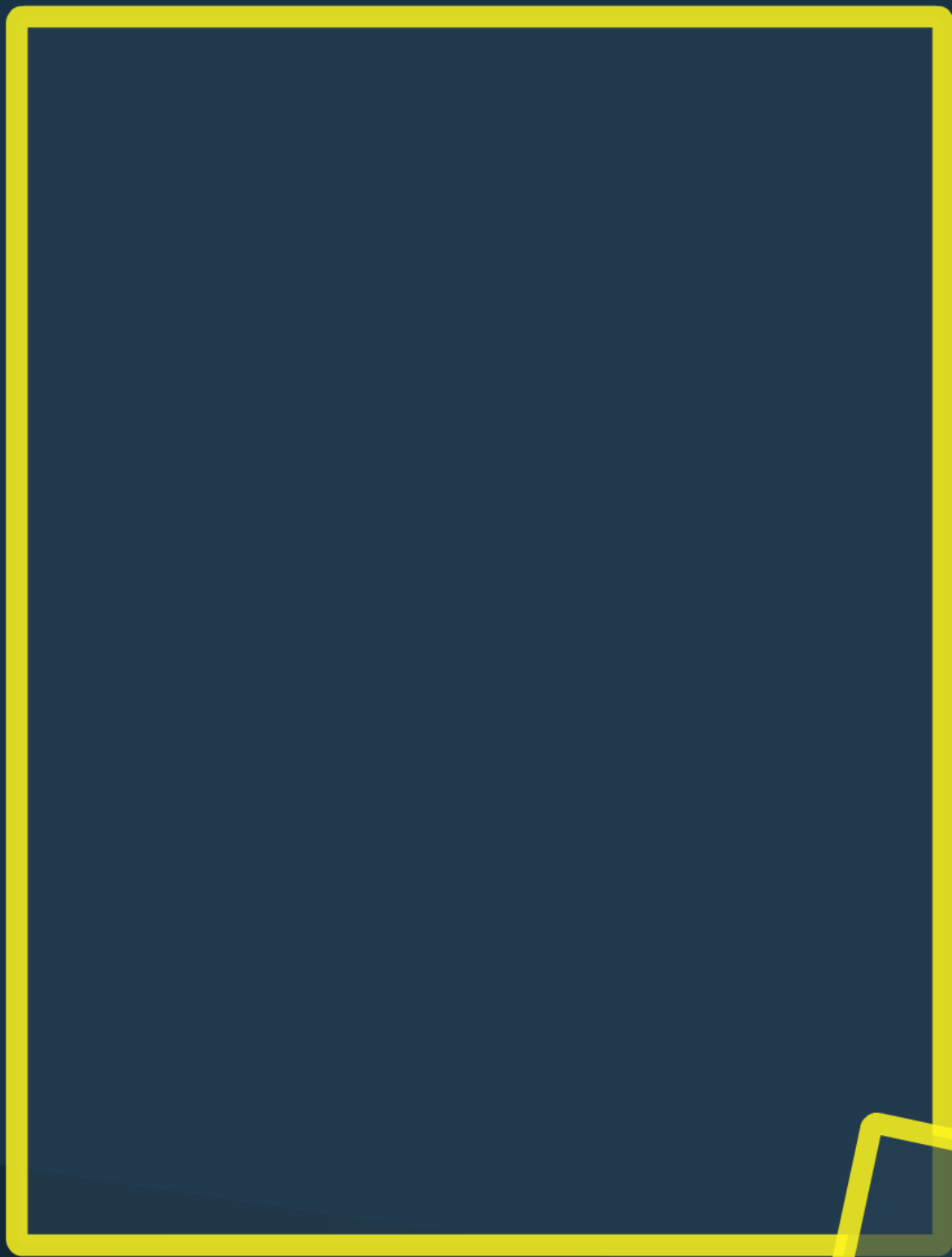
Wines of the 2001

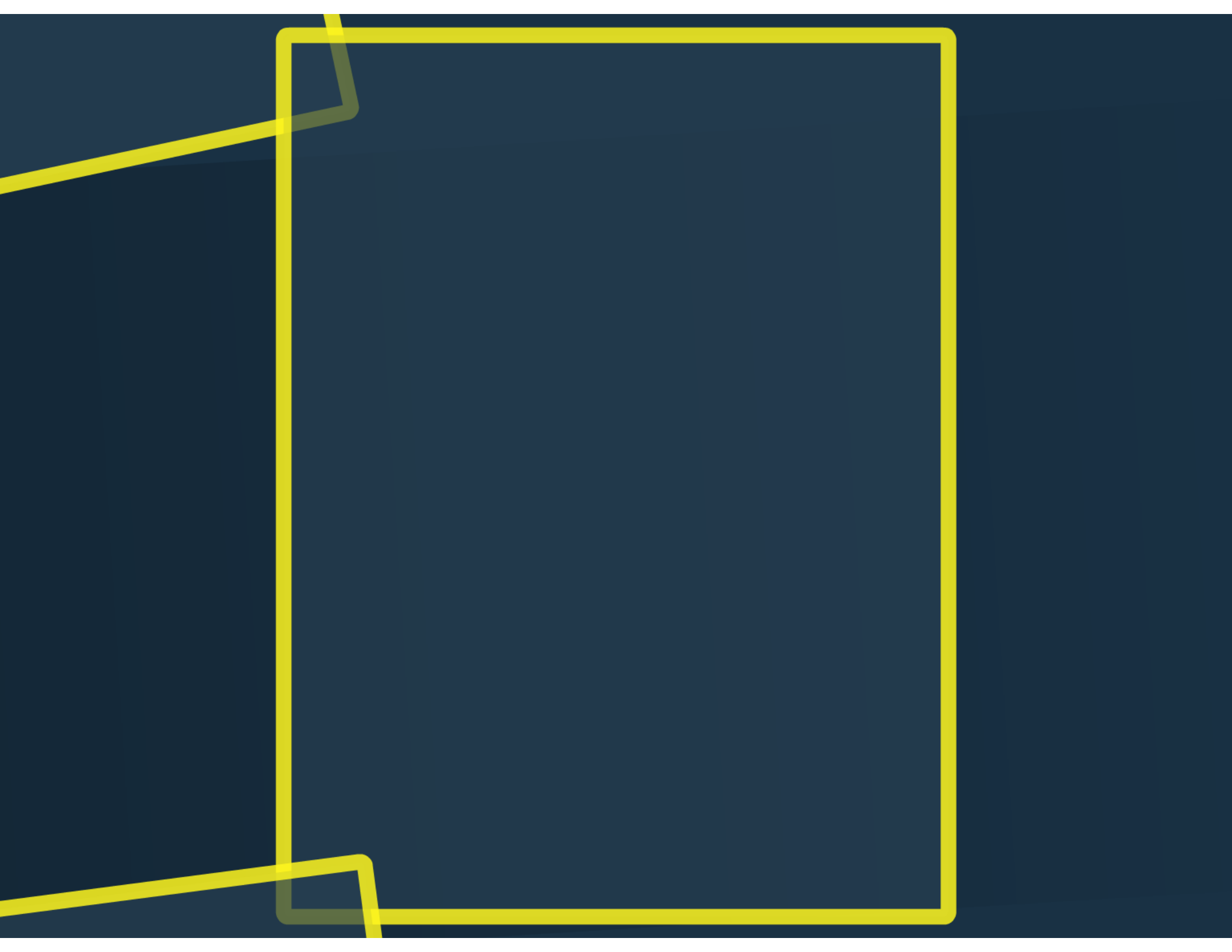
- Production of the Chardonnay and Cabernet Sauvignon grapes doubled and Merlot tripled
- America: 4th largest wine producer in the world
 - 34th in world per capita wine consumption

	Retail Price per bottle	Price Segment	Percent of Total Volume	Percent of Total Revenue
Premium	Over \$14	Ultra Premium	7%	25%
	\$7 to \$14	Super Premium	16%	27%
Budget	\$3 to \$7	Popular Premium	33%	31%
	Below \$3	Jug Wine&Others	44%	17%
			100%	100%

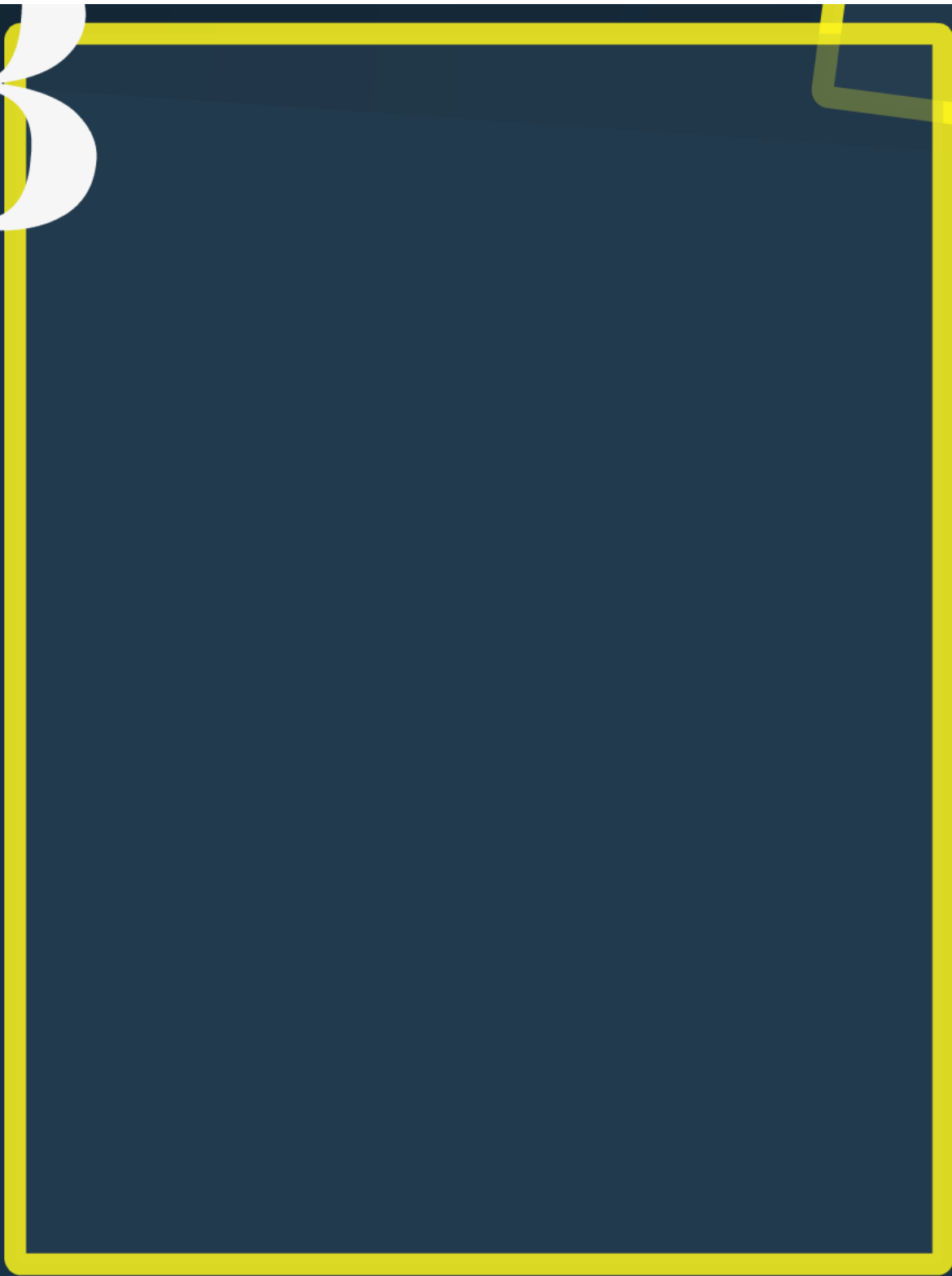
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