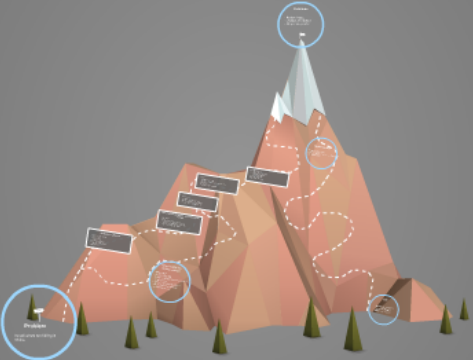
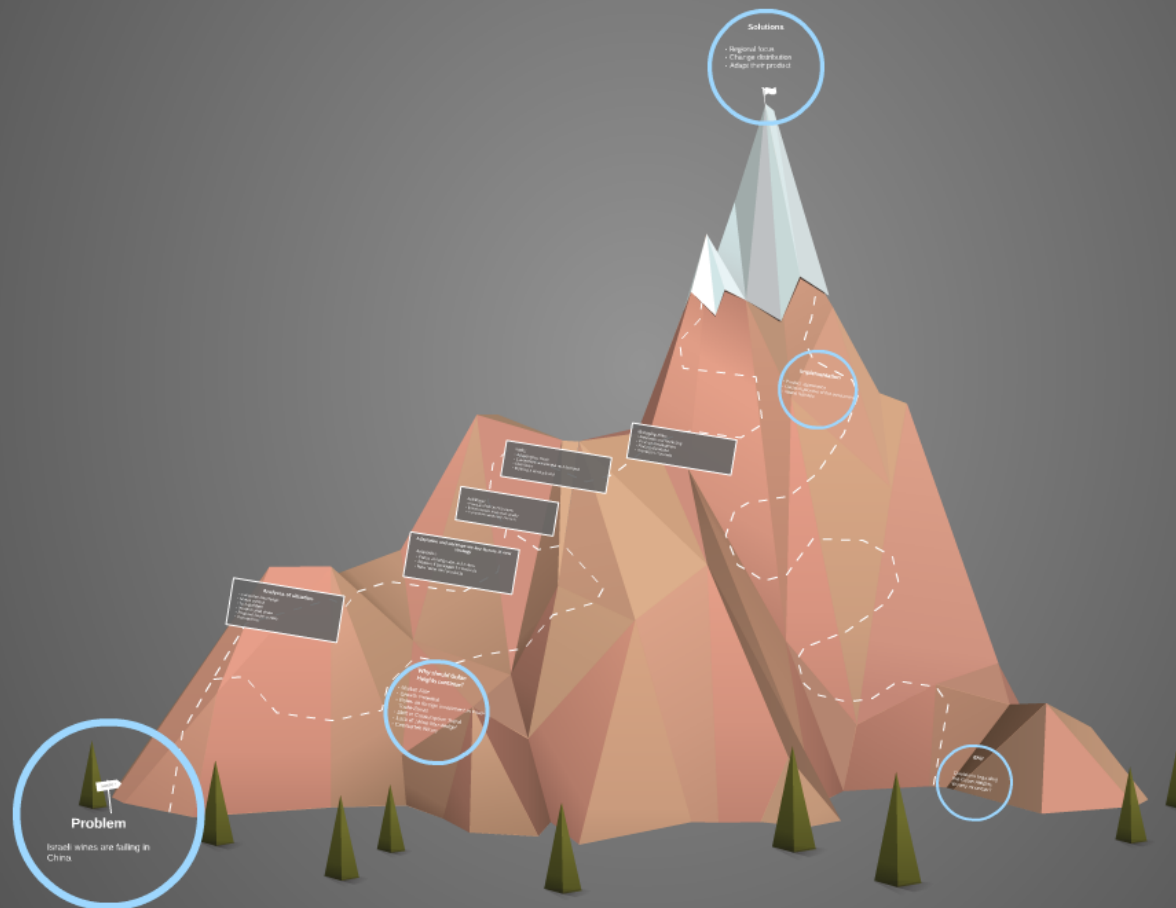


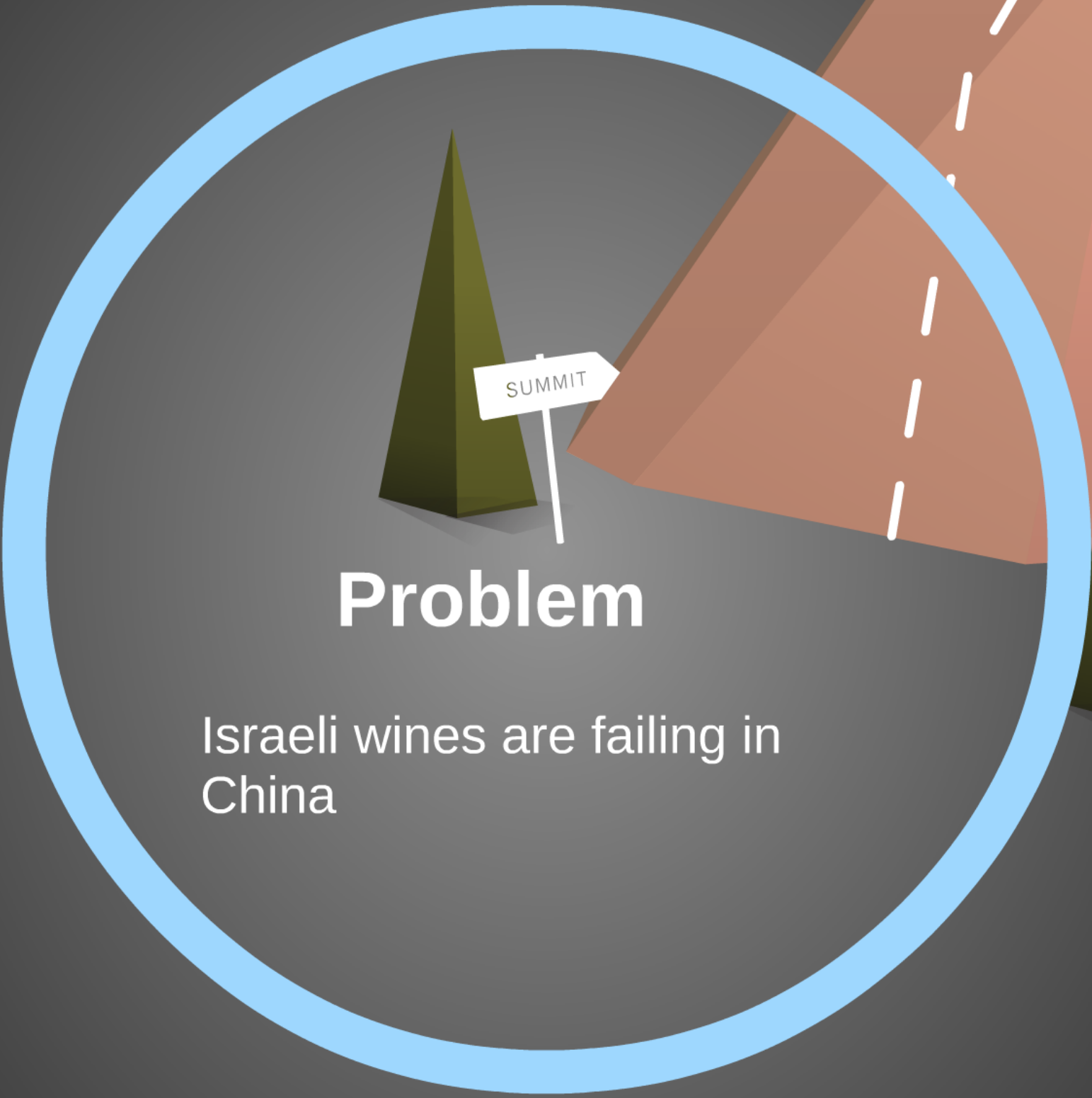
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SUMMIT

Problem

Israeli wines are failing in China

Why should Golan Heights continue?

- Market Size
- Growth Potential
- Rules on foreign investment in Free-Trade-Zones
- Shift in Consumption Trend
- Lack of „Wine knowledge“
- Counterfeit Wines

Analyzes of situation

- Consumer knowledge
- Status symbol
- To dependent
- Israeli market share
- Regional health scares
- Connections

Adaptation and arbitrage are key factors in new strategy

Adaptation:

- Focus on language and colors
- Seasonal packages for festivals
- New "wine mix" products

Arbitrage:

- Premium EXPORTED wines
- Brand matters more than quality
- -> premium wines with low cost

Risks:

- Adapting too much
- Consumers' awareness and demand
- Distributor
- Building a strong brand