

# Chateau Margaux- Launching the Third Wine Harvard Case Solution & Analysis

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# CHÂTEAU MARGAUX : Launching The Third Wine



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- I. Chateau Margaux Presentation
  - II. Distribution
  - III. SWOT Analysis
  - IV. Marketing MIX
  - V. 8 P'S
  - VI. PORTER analysis
  - VII. Final Suggestions

*What is the best strategy to put in place to accompany the launch of the third wine Châteaux Margaux ?*

- > **Strategy analysis**
- > **Communication / Marketing**
- > **Final suggestions**





# COMPANY'S PRESENTATION



## Three various sorts of wine

Grand vin (1973)  
Favillon Rouge / Pavillon Blanc (1978)  
Margaux (2009)



## DISTRIBUTION

A unique distribution : Bordeaux merchants

Stores are focus in Europe and in the USA :

- Bordeaux, France
- Paris, France
- London, United Kingdom
- Berlin, Germany
- Moscow, Russia
- New York, USA





# Three various sorts of wine

Grand vin (1771)

Pavillon Rouge / Pavillon Blanc (1978)

Margaux (2009)





