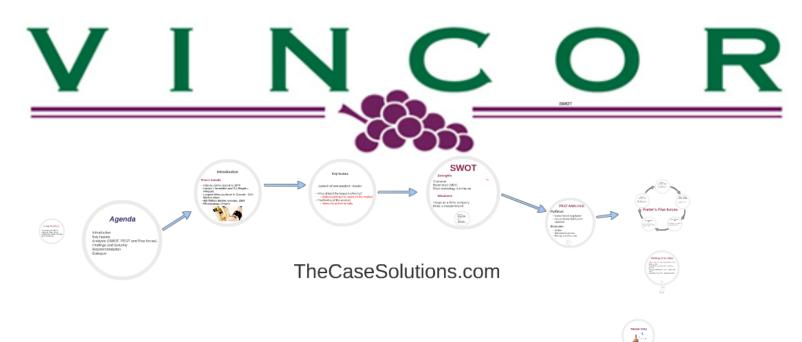
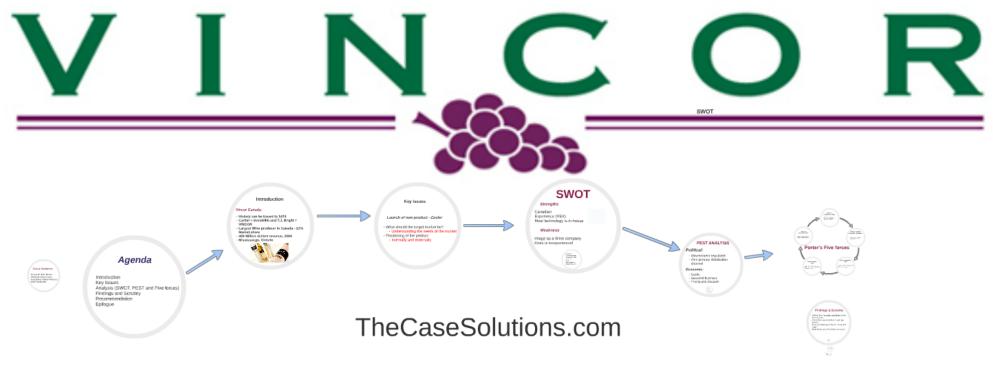
VINCOR PROJECT TWIST Harvard Case Solution & Analysis



VINCOR PROJECT TWIST Harvard Case Solution & Analysis





Group Members

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Agenda

Introduction
Key Issues
Analysis (SWOT, PEST and Five forces)
Findings and Scrutiny
Recommendation
Epilogue

Introduction

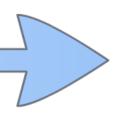
Vincor Canada

- History can be traced to 1874
- Cartier + Inniskillin and T.J. Bright = VINCOR
- Largest Wine producer in Canada 21%
 Market share
- 400 Million dollars revenue, 2004
- Mississauga, Ontario





Key Issues



Launch of new product - Cooler

- What should the target market be?
 - Understanding the needs of the market
- Positioning of the product
 - Internally and externally

SWOT

Strengths

Canadian Experience (VEX) Most technology is in-house



Weakness

Image as a Wine company Kretz is inexperienced

Opportunity

- Consumers are always will to try new products
- No premium 6 pack in

Threats

- Highly Competitive
- · Product lifetime is low
- Provincial liquor boards