

VINCOR PROJECT TWIST Harvard Case Solution & Analysis



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V I N C O R



SWOT



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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 the market

Threats

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