



The Farm Winery

Introduction

The Farm Winery is a small scale winery that is situated in a rural area and has some issues to deal with as it attempts to scale up and also to produce quality wines. This case examines the key choices related to the growth and market positioning, as well as improvement of business processes that meet the winery and protect it from losing its unique selling proposition and consumers' base.



Strategic Growth Options

Based on the understanding of the life cycle of a farm winery, the Farm Winery has available a number of avenues for growth. The first is an increase in the vineyard size to produce more grapes, hence, more wine production. Another approach is product development the plan to sell high and medium range wines so that they can capture the larger market. Besides, expansion of the distribution system in the new areas with better opportunities like internet sales, tie-up with 4-and 5-star restaurants can improve market penetration.



Financial Considerations

In addition, expansion brings about various financial effects that should be studied in detail. In the same respect, the growth option analysis should include the cost of undertaking each option as well as the benefit that the Farm Winery is likely to derive from it. External financing through capital acquisition in the form of loans or investors could be needed and the winery should have a good business model to sell to financiers.



Conclusion


The Farm Winery case seems rather fitting to discuss strategic development because it lacks no understanding of the product's ethos and focus. If The Farm Winery is to manage its expansion well, some of the best strategies to apply include market positioning strategy, operational efficiency, and financial strategy, by applying them The Farm Winery will be in a position to sustain itself in the wine market.





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