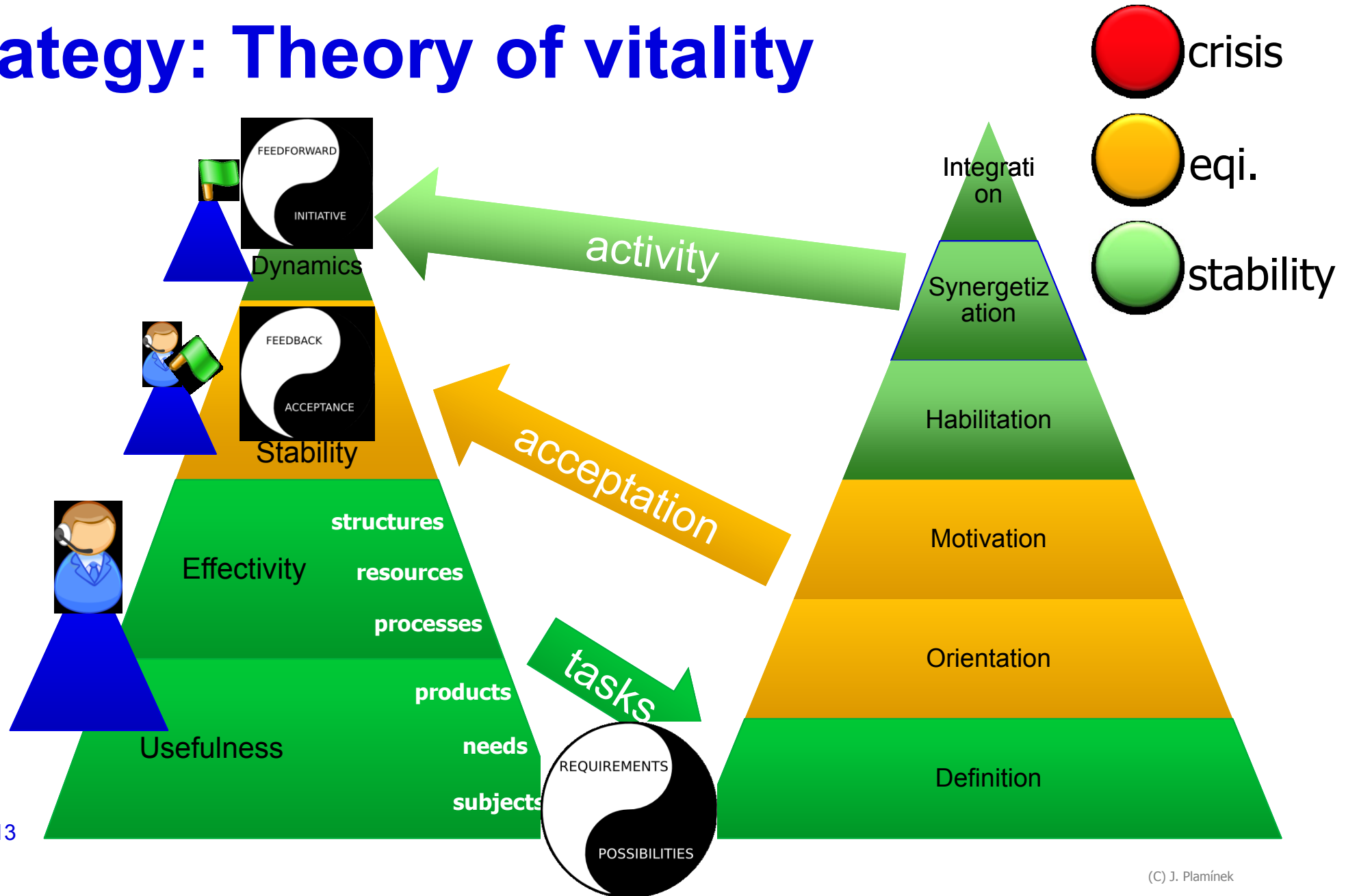


Building Pyramid of Culture

Strategy: Theory of vitality



<p>U</p> <p>Community feel (being in authentic wine cellar)</p> <p>tradition (3rd generation wine)</p> <p>provide high quality of wine</p> <p>marketable brand</p> <p>we know for which wines there's demand</p> <p>MAIN C.G. - TOURISTS</p> <p>02-11-18 - REST.</p> <p>- WINE SHOPS</p> <p>- EVENTS</p>	<p>- brand (logo, color, name)</p> <p>- awards/certificates</p> <p>- EDUCATION OF COMMUNITY</p> <p>- REPLICABLE</p>
<p>E</p> <p>clear image of inputs outputs</p> <p>Planning system</p> <p>using machine → not</p> <p>intensive marketing</p> <p>working as a well oiled machine</p>	<p>Transparency of marketing</p> <p>- CRM</p> <p>- training</p> <p>- SHARED CONCEPT</p> <p>- TEAM BUILDER</p>

<p>S</p> <p>- NO BAD BLOOD IN FAMILY</p> <p>- Regularly refresh offerings</p> <p>- Stable supply chain</p> <p>- Contingency plans in situations like Covid</p> <p>- wine tasting events - our products feed - competitors feeds.</p>	<p>Founder's son chilling everywhere (with bottle of our wine)</p> <p>St Urbans wine festival</p> <p>- employee benefits, rewards</p> <p>- long-term contracts</p> <p>- MOTHER = HERO</p>
<p>D</p> <p>being the first to follow global trends locally (co-branding)</p> <p>trying to find new customer groups</p> <p>virtual space</p> <p>- YOUNGER GEN.</p> <p>- WINE FINANCIAL RESERVES</p> <p>- YOUNGER MOUNTAIN TRAIL</p>	<p>HOW TO VALUE TIKTOK VIDEOS</p> <p>actor's indulgence</p> <p>- support travel</p> <p>actively seeking know-how (consultants)</p>

<p>U</p> <p>- wineyard</p> <p>- experts</p> <p>- family name</p> <p>- 100% company made.</p> <p>- traditions</p> <p>- love of wine.</p> <p>own bottle, logo...</p>	<p>E</p> <p>- good name</p> <p>- ads</p> <p>- family name</p> <p>- integrity</p> <p>- LOCAL COOP.</p>
<p>S</p> <p>- keep customers satisfied</p> <p>- traditions.</p> <p>- local cooperation</p> <p>- integrity</p>	<p>D</p> <p>- local cooperation</p> <p>- well known</p> <p>- 100% company made.</p> <p>- family name</p> <p>- account</p>

<p>U</p> <p>WINE QUALITY</p> <p>- wine festivals</p> <p>- donations from CIV</p> <p>OWN VINEYARDS</p> <p>FAMILY COMPANY</p> <p>WELL KNOWN BRAND</p>	<p>E</p> <p>HOW, PROCESSES</p> <p>- own vineyards - PRICES</p> <p>- Seasonal workers - FAMILY PRODUCTION</p> <p>- place in market</p> <p>- partly automated</p> <p>- state support + DONATIONS</p>
<p>S</p> <p>FEEDBACKS</p> <p>- family company</p> <p>- good relationship with customers</p> <p>- well known brand</p> <p>- established company</p> <p>- WINE FEST.</p> <p>- EXPERT</p> <p>- ADS</p>	<p>D</p> <p>PROACTIVE, FEEDBACKS</p> <p>- Culture story</p> <p>- wine story</p> <p>- logo/story</p> <p>- own vineyard - EXPERIMENT</p> <p>- EXPERTS - NEW WAYS (BIO.)</p> <p>- ADS - BUT UNIQUE</p> <p>- GOOD RELATIONSHIP WITH CUSTOMERS</p>