

## SECURE A SUSTAINABLE FUTURE FOR A RECENT BUSINESS UNIT OF A TRADITIONAL SWISS VAUD WINERY

Develop a methodology for consulting a business transformation of a winery applied in real case conditions



### Objectives

The aim is to map out a new business model, sketch a compelling value proposition, define key improvementstreams and develop a 3-year action plan to reinvent the strategy of a branded wine business unit within a medium-sized swiss winery. Furthermore, this case study serves to develop a toolkit for wine business consultancy.

### Methods | Experiences | Results

Since the fall of trade barriers for the hence protected wine market in Switzerland, the wine industry faces new challenges. Business Management skills become ever more important to stay on top of the market. A wider application of modern management methods should lead to improvements regarding financial outcomes as well as succeeding in a competitive global market environment.

The traditional wine industry in the canton of Vaud suffers particularly, since apart from the renowned Lavaux region it has not managed to position itself with a unique value proposition in the minds of the customers allowing for price points catching up with significant production costs in Switzerland.

Therefore, this thesis focuses on a winery based in the heart of the AOC "La Cote" to turnaround its business in a meaningful way, reinventing its business model and value proposition, ultimately suggesting a roadmap based on jointly defined and agreed improvementstreams.

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Degree programme  
MLS VE

Field of application  
VE Wine Business Consulting



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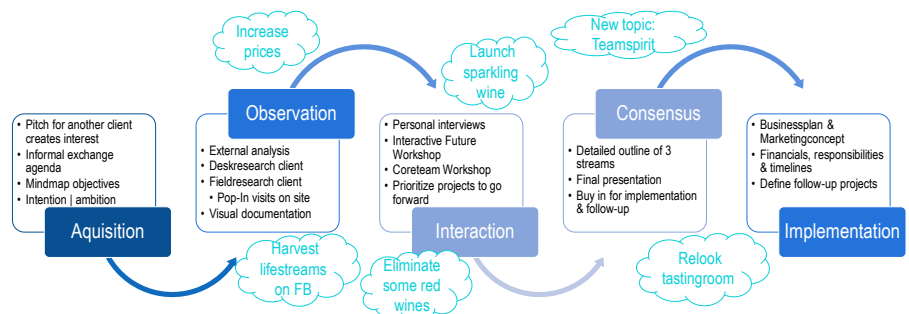


Figure 1: Overview of consultant-client-system from acquisition to implementation  
Step-by-step interactive process generates important intermediate results.