

Small business presentation

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“Beer is made by men, wine by God.”
— Martin Luther

Content

- Company profile
- Production
- SWOT analysis
- Overall goal of the company
- Company structure
- Company culture
- Advertisement and marketing activities
- Main shop

Company profile

Name of Company	Ltd "Summertime"
Activities	Produces fruit wines
Workforce	450
Profits	Average profitability
Location	Riga, Latvia
Market	One small factory, 10 small local shops, 3 shops abroad, online shop
Turnover	500'000 Ls
Plans	To built second factory in Liepaja and transport wines to Great Britain and USA by sea

Love for wine - love of life!

Summertime



Production

pineapple



mango champagne



Summertime



hibiscus



white strawberry table wines



guava



Corporate strategy and structure

SWOT analysis

Internal	<p style="text-align: center;"><u>Strengths</u></p> <p style="text-align: center;">S</p> <ul style="list-style-type: none"> ■ Customer base ■ Growing company ■ Professional and well-trained staff ■ Many product lines 	<p style="text-align: center;"><u>Weaknesses</u></p> <p style="text-align: center;">W</p> <ul style="list-style-type: none"> ■ Taxation ■ Poor design of the bottles and packaging ■ Old machinery
External	<p style="text-align: center;"><u>Opportunities</u></p> <p style="text-align: center;">O</p> <ul style="list-style-type: none"> ■ Sales before holidays ■ Removal of international trade barriers ■ Arrival of new technologies 	<p style="text-align: center;"><u>Threats</u></p> <p style="text-align: center;">T</p> <ul style="list-style-type: none"> ■ Economy (introduction of the euro) ■ New government regulations (for selling alcohol drinks) ■ Lack of demand after Christmas and New Year

Overall goal of the company

Strategic planning

Long-term goal is:

- to establish Summertime as the leader of wine producers in Baltic region



Operational planning

Short-term goals are:

- to continue to focus on the core strengths of the winery and to «stay the course»
- developing a «brand sales strategy»
- build more factories

Company structure

- Functional structure

Board of management



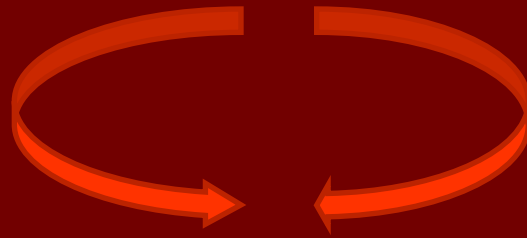
Factory workers

Shop workers

Online shop assistants

Company culture

Family culture + Eiffel Tower culture



- ❑ Face-to-face relationships
- ❑ One big leader (Managing Director)

- ❑ Steep hierarchy
- ❑ Everybody knows their role

Marketing activities

*Wine improves with age,
I improve WITH WINE...*



Improving one!



- Advertising in public transport, newspapers
- TV and Radio commercials
- *Free degustation* after product presentation (also in the whole chain of shops)

Main shop in the factory



Summary

- Ltd Summertime is Riga based company which produces fruit wines
- The overall goal of the company is to be established as a leader of wine producers in Baltics
- It is company with functional structure and combining of family and Eiffel Tower culture
- Before buying a wine in our shops You can degustate it for FREE

Life is too short to drink
bad wine!



Thank You for attention!