

# Small business presentation

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

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# Company profile

<b>Name of Company</b>	Ltd "Summertime"
<b>Activities</b>	Produces fruit wines
<b>Workforce</b>	450
<b>Profits</b>	Average profitability
<b>Location</b>	Riga, Latvia
<b>Market</b>	One small factory, 10 small local shops, 3 shops abroad, online shop
<b>Turnover</b>	500'000 Ls
<b>Plans</b>	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;"><b>S</b></p> <ul style="list-style-type: none"> <li>■ Customer base</li> <li>■ Growing company</li> <li>■ Professional and well-trained staff</li> <li>■ Many product lines</li> </ul>	<p style="text-align: center;"><u>Weaknesses</u></p> <p style="text-align: center;"><b>W</b></p> <ul style="list-style-type: none"> <li>■ Taxation</li> <li>■ Poor design of the bottles and packaging</li> <li>■ Old machinery</li> </ul>
External	<p style="text-align: center;"><u>Opportunities</u></p> <p style="text-align: center;"><b>O</b></p> <ul style="list-style-type: none"> <li>■ Sales before holidays</li> <li>■ Removal of international trade barriers</li> <li>■ Arrival of new technologies</li> </ul>	<p style="text-align: center;"><u>Threats</u></p> <p style="text-align: center;"><b>T</b></p> <ul style="list-style-type: none"> <li>■ Economy (introduction of the euro)</li> <li>■ New government regulations (for selling alcohol drinks)</li> <li>■ Lack of demand after Christmas and New Year</li> </ul>

# 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

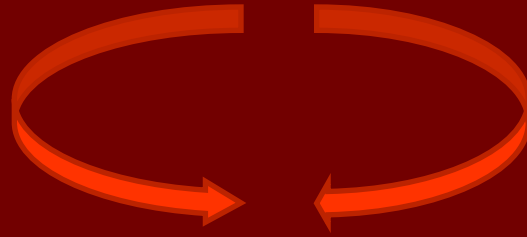
Shop workers

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!**