Small business presentation

VALĒRIJA PETROVA, SEK, 1.KURSS



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

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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



guava



white strawberry table wines



Corporate strategy and structure SWOT analysis

Internal	**Strengths** (S) ▪ Customer base ▪ Growing company ▪ Professional and well-trained staff ▪ Many product lines	**Weaknesses** (W) ▪ Taxation ▪ Poor design of the bottles and packaging ▪ Old machinery
External	**Opportunities** (O) ▪ Sales before holidays ▪ Removal of international trade barriers ▪ Arrival of new technologies	**Threats** (T) ▪ 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



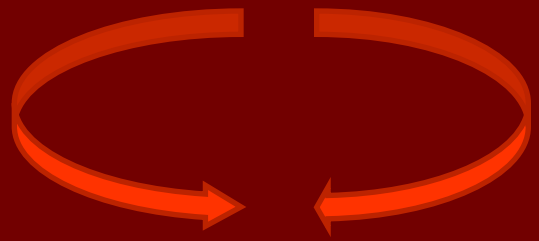
Factory workers

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



- 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!