

The Farm Winery

Introduction

About the The Farm Winery Case The Farm Winery case analyses the development process of a small winery attempting to grab a niche in the well-saturated Californian wine market. Located in the Paso Robles of California, The Farm Winery is that manifestation of a passion to deliver quality wines.

Competition

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Challenges

Challenges in Scaling Production and Distribution
Publishing up the scale of production while at the same time observing acceptable quality is a tremendous difficulty for any such boutique winery. In regard to The Farm Winery, the case explores the choices that are likely to be made in expanding distribution to other markets as they continue to reach out multiple consumers, while practicing high quality.

Conclusion

Strategic Decision Making For The Path Forward Of The Farm Winery The recommendations for a contemporary strategy development for The Farm Winery focus on three key aspects of strategic management. Through branding and sustainable growth and financial strategies, the farm winery can establish a unique competitive niche in the wine market of California.

Recommendation

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