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BONNIE DOON VINEYARD



INTRODUCTION


Bonny Doon Vineyard was set up by Randall Grahm in early eighties and is currently recognized as a leader in the California wine sector. Best known for this strategy of differentiation in its operations by developing various quality wines with strong environmental conservation and new/viral wine types, the vineyard is famous for its innovative winemaking.





STRATEGIC CHALLENGES


The first key issue highlighted in the case pertains to the company's overwhelming issue that is — Bonny Doon needs to carve its identity out from the wine market that is highly competitive. That is why, with brands appearing every year and year after year, the focus on such aspects for Grahm seems so relevant.





FUTURE OPPORTUNITIES


According to the case, the following are potential development strategies that will enable Bonny Doon Vineyard to increase the of its market share in the market place in the future. Some of them are directing digital marketing endeavours to younger consumers, identifying new opportunities to distribute this beverage, raising awareness about wine among the target consumer groups.





CONCLUSION

Lastly, the case solution on the Bonny Doon Vineyard outlines the key strategic plan of the vineyard as well as new techniques being adopted therein. Since the company continues to experience various challenges in the existing competitive environment the aspects of sustainability and differentiation shall prove crucial in its development.





RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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