



# SWOT Analysis: Robert Mondavi and the Wine Industry

*Malko Ebers, Simon Wied*

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Seminar paper from the year 2004 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7 (A-), University of Constance (Department of Management), course: Strategic Management Concepts and Cases, language: English, abstract: The Robert Mondavi Company has been one of the most innovative high quality winemakers in the US history. However during the last years the company is facing increasing competition, especially in their main segment – premium wine. The first step of this SWOT analyses is an examination of the environment the Robert Mondavi Company is settled in.

Afterwards we will give an overview regarding three internal aspects: resource situation, strength and weaknesses of the value chain and core competencies. In the third part we will draw the line using the gained information of the SWOT analyses and the company's current situation to explain the recent strategies and future prospects. The leading question will be: Is the company's resource allocation and strategy still adequate to succeed the new challenges and what are possible alternatives?

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