



Micro- Environment Analysis

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WHAT IS IT?



COSMIC ANALYSIS



PORTER ANALYSIS



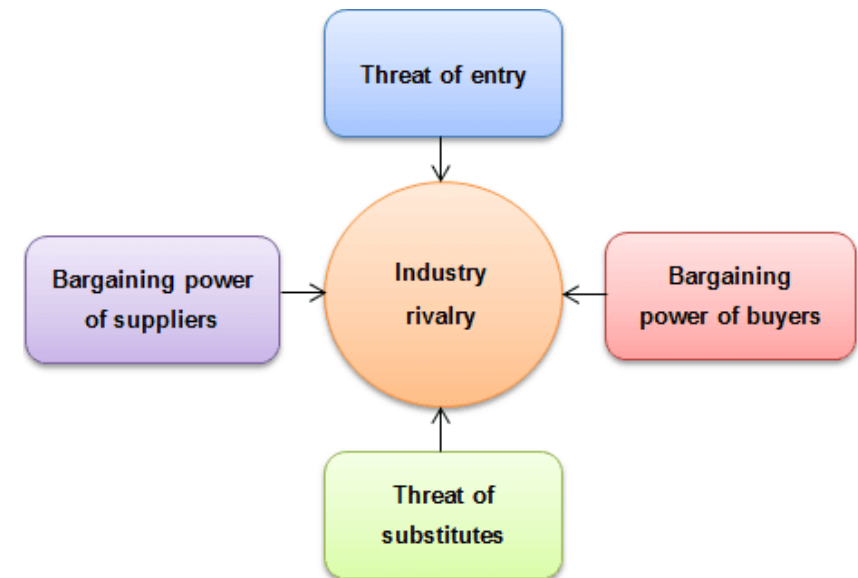
What is it?

What we all know

- **COSMIC ANALYSIS**

- Consumer
- Organization
- Supplier
- Market
- Intermediaries
- Competitors

- **PORTER ANALYSIS**



Human Capital

- Analysis of what you have
- Analysis of what the market has
- **Decision**
 - Send
 - Teach
 - Combine



Financials

- **Analysis of what we have**
 - Structure of financial
 - Capability to Inquire more debt
 - Investors position on capital increase
- **Decision making**



Suppliers & Distributors

- **New Suppliers and Distributors?**
 - Join Ventures
 - Already established there
- **Own Production center or Distribution?**
 - Cost
 - Reach
 - Market knowledge
 - Targeting



Organization Structure

Four types:

- Ethnocentrism
- Polycentrism
- Regiocentrism
- Geocentrism

Managers, what do we do about them?





COSMIC ANALYSIS

CONSUMERS

Consumer profile:

- 19 - 44 years
- Upper middle class.

Chinese culture:

- Gift-giving
- Demonstrates wealth
- Social standing.

Most valued factors:

- Quality
- Brand name
- Price
- Country of origin.

Wine consumption patterns in China by type:



73% of sales



23% of sales



3% of sales



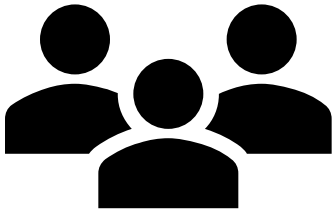
1% of sales

Why Chinese consumers show strong preference for red wine?

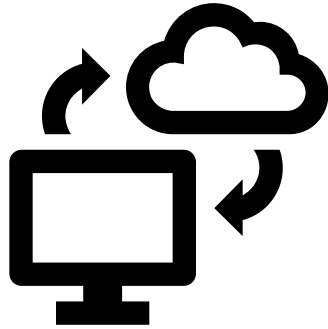


ORGANIZATION

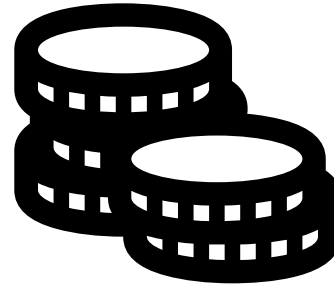
Human resources



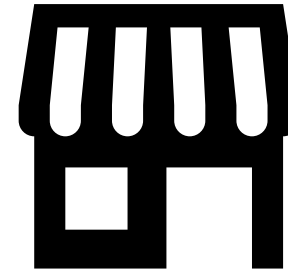
Informational resources



Financial resources



Supply resources



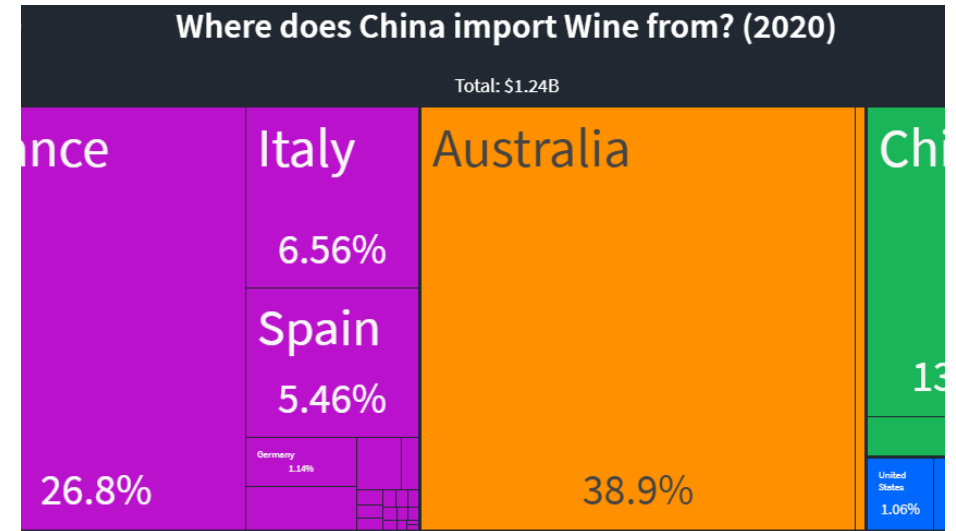
MARKET

Metrics

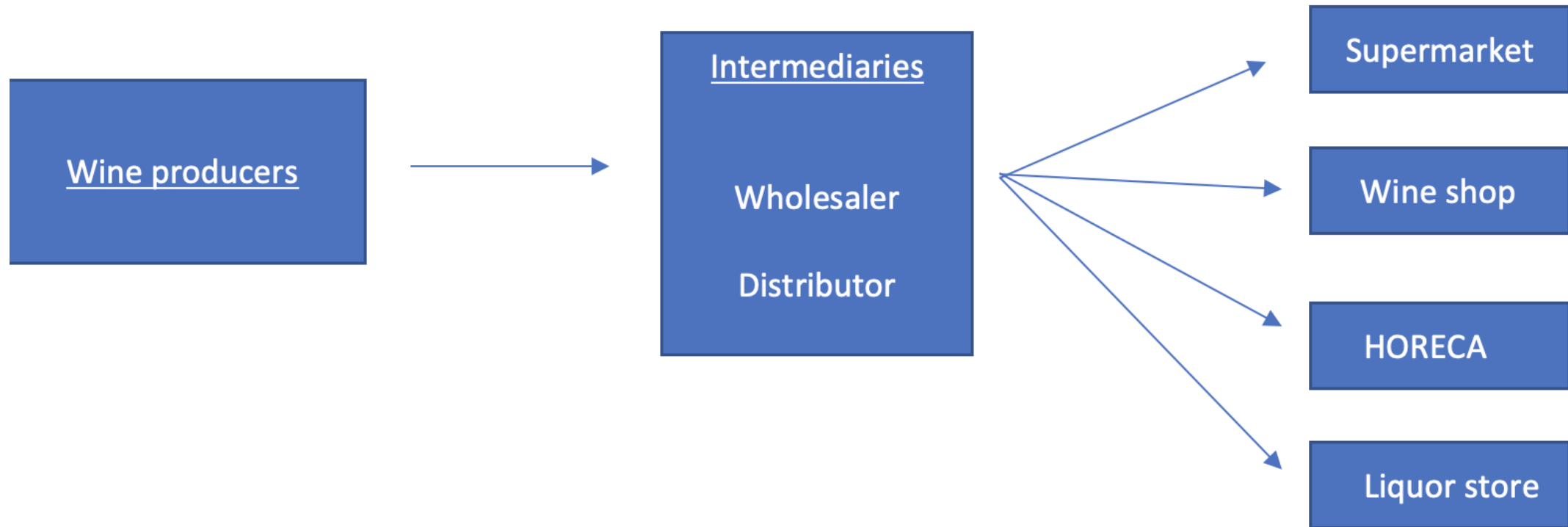
- 5.46% are Spanish wines
- 2.37-billion-dollar industry
- Growing market since 2013 (80%)
- 30 to 38 years old

Distribution channels

- Wine retailers
- Horace



INTERMEDIARIES





ANALYSIS PORTER

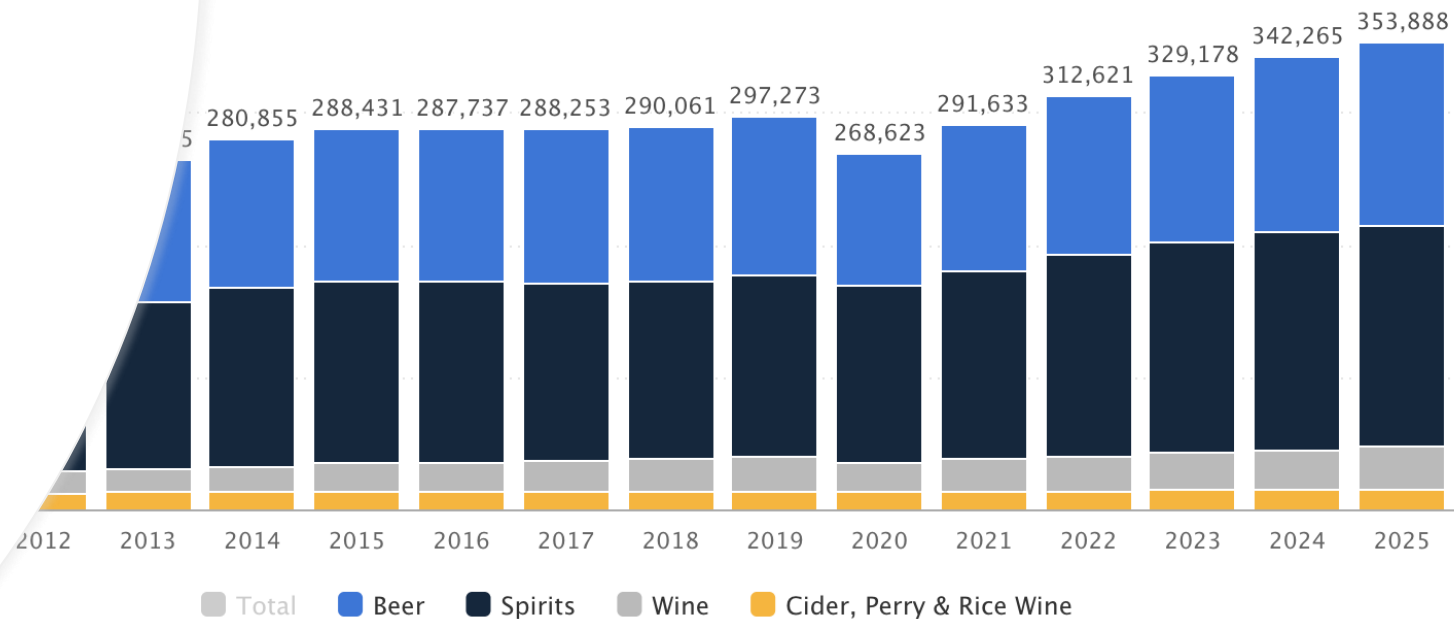
RIVALRY BETWEEN COMPETITORS

High competition

- Increasing trend of Chile and Australian wines

More in depth

1. Competition in Product
2. Competition in Category
3. Generic Competition
4. Budget Competition



BARRIERS

1. Tariffs on Spanish wines of 10%
2. High capital investment when producing in another country
3. Only two distributor channels

Solutions

- a. Joint-Ventures
- b. Pay



SUSTITUTORS

- Alcoholic drinks
- Non-alcoholic dings



Bargaining power of Buyers

HIGH

- Huge quantity of wineries
- Many different types of alcoholic drinks



Bargaining power of Suppliers

LOW

- Huge quantity of wineries
- More selective
- Low customer price sensitiveness



STRENGTHS

- Suppliers.
- Broad territory for vineyard.
- Labor force.



WEAKNESSES

- Wine legal system.
- Wine is not a traditional drink.



OPPORTUNITIES

- Chinese market.
- Development of E-commerce.
- Favorable Governance Policies.



THREATS

- Competition.
- Government regulations.



FIN,
MUCHAS GRACIAS

