

S.W.O.T Analysis
Wine Industry Conference,
November 12, 2016

Strengths

- Personalized service
- Open to customer questions/able to tell the "wine's story"
- Relatable scale of business, not too big like a big box store
- Ag friendly environment
- Local
- Tie ins with agritourism
- Fits with rural culture
- Wine trails
- Available resources for expansion, e.g. real estate
- Connections with customers
- Ability to sample before purchase

Weaknesses

- Large startup costs (takes a fortune to make a small fortune)
- Regulations, fees, licenses, compliance issues
- Small work force that must do everything
- Consumer education- lack of awareness
- Young industry, need more education
- Distance to consumer - isolation
- Not many "wine hubs"- distance between wineries
- Lack of customer awareness
- Cost vs. profit

Opportunities

- New laws
- Social media
- Agritourism
- Increased traffic
- Attracting new growers and wineries
- More jobs
- More engagement with state agencies
- Possibility for case clubs
- Bring wineries together to shape new laws

Threats

- ABLE Commission
- Environment- weather/soil
- Perception of quality
- Wholesale – monopoly
- Changing laws/regulations
- Case – 300 miles
- Underage backlash (What if something happens to a minor that got ahold of an Oklahoma wine and got hurt, will put bad light on local wineries.)
- Knowledge