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Agric. Econ. Czech

P. Tomš k

Environmental analysis in the winegrowing ind

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Environmental analysis in the winegrowing industry is necessary for the strategic management of business in this industry. The paper is focused on PEST analysis and pays attention to individual factors. It emphasizes the necessity of adjustment of the legislation to the EU conditions of its conditions, e.g. compul

registration of vineyards. In the economics, it is necessary to pay attention to renovation of vineyards with the help of subsidies from the state budget because the industry is focused on keeping the cultural level and the human resources or the environment. It can be also a source of the environmental pollution. The development of vine processing follows the changes in viticulture, changes of growing technology and of the structure of vine varieties and red varieties. In conditions of the Czech Republic, it means to focus on the transfer to production of quality wine from old vines by gradual renovation of vineyards to be a priority. The winegrowing is one of the industries with the highest added value also in the Czech Republic, and its contribution in the total agricultural production of a region can reach a significant part.

Keywords:

PEST analysis, industry, vine growing, wine producing, EU, CR

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