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Agric. Econ. – Czech

Chládková H.: The competitive strength factors of the company

Agric. Econ. – Czech, 53 (2007): 312-317

PATRIA Kobylí, Inc. is one of the traditional wine-growers and producers of quality wines based in southern Moravia. Farming on 152 hectares, PATRIA Kobylí supplies the market with more than 1 million litres of wine per year. It offers an assortment of 14 whites and 6 blue wines. The company focuses on wines designed for gastronomes and distributed to

selected specialized wine merchant. But since 2003, the sales of the company's wines have been declining. The sales in the individual months of 2006 were the lowest for the last 6 years. But the aim of the company will not be to increase the sales volume but the wine quality and services and sales techniques and so to maintain its position in the market. The company started to analyze its strengths and weaknesses and extended its portfolio of Saint Martin wine and special wines and sparkling wines.

Keywords:

competitive strength, strengths, weaknesses, BCG model, success factors

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