

3.1 SWOT Analysis

STRENGTHS - Internal	WEAKNESSES - Internal
<ul style="list-style-type: none"> • <i>Brand Profile</i> • <i>Appealing ambience</i> • <i>Longest established winery in region</i> • <i>Well trained and friendly staff</i> • <i>Proximity to main traffic flow</i> • <i>Reputation of Restaurant</i> • <i>Seen as a desirable employer</i> • <i>Hands on winemaker who participates in marketing initiatives</i> • <i>Owners on site full time and available at cellar door</i> • <i>Etc.</i> 	<ul style="list-style-type: none"> • <i>Reliance on casual staff</i> • <i>Seasonality (variable visitor numbers)</i> • <i>Low production in previous two seasons</i> • <i>Distance from capital city</i> • <i>Limited space to cope with growth</i> • <i>Lack of group management facility</i> • <i>No private tasting room</i> • <i>Etc.</i>
OPPORTUNITIES - External	THREATS - External
<ul style="list-style-type: none"> • <i>Gourmet Food Trail under development</i> • <i>New Council CEO</i> • <i>State Government funding scheme</i> • <i>Co-operative regional wine and food marketing group</i> • <i>Co-op marketing opportunities with other tourism product</i> • <i>Quality of regional accommodation and produce</i> • <i>National Wine Tourism Strategy development</i> • <i>Etc.</i> 	<ul style="list-style-type: none"> • <i>Vignerons Association lacks a tourism focus</i> • <i>Increasing profile of other regions</i> • <i>Lack of other tourism attractions in region</i> • <i>Poor regional winery signage</i> • <i>Road maintenance required</i> • <i>Limited pool of skilled staff</i> • <i>Changes to planning / licensing</i> • <i>Etc.</i>
<p>Implications</p> <p>The most important aspect of any SWOT analysis is thinking through and clearly articulating the implications of the SWOT. What does all this mean for your business? How do you play to your strengths and/or work to convert your weaknesses to strengths? How do you maximise the external opportunities and mitigate the threats? Based on the SWOT above, these are some of the implications you could draw out:</p> <ul style="list-style-type: none"> • <i>How do we maintain our brand profile and continue to be seen as a leader in the region?</i> • <i>There is a need to rethink our product offer to ensure we can cope with demand in our limited facilities.</i> • <i>We may need to look at grower contracts or a broader regional wine offer at CD to help manage low yielding vintages</i> • <i>How do we ensure we have a compelling offer so we are a “must stop” venue in the gourmet food trail?</i> • <i>There is a need to influence the strategic direction of the vignerons association and increase its tourism focus</i> • <i>Etc.</i> 	