



Strategic Business Planning :: Wine Production Company

PROJECT HISTORY

A startup custom-crafted wine production company based in Dallas, Texas, had the vision is to become the dominant provider of hand-crafted, custom wines with unique customer-designed labels.

The company's first initiative was to acquire funds from the Small Business Administration for launch that necessitated a comprehensive business plan and marketing and business development solution that would reference two primary distribution channels, Retail Sales and Corporate Clients. Secondly, the company desired an audience with the City of Dallas "Retail Incentive Program" committee to present the business concept and gain additional grant dollars for the physical property's rent and build-out. The services would be provided for a predetermined fee, which would be based on the amount of funds garnered.

CHALLENGE

The client required the business plan, complete with financial projections, within a very short time frame (two weeks). The key business intents of the project were:

- :: Acquiring startup capital to launch a wine production and retail business through SBA and City of Dallas
- :: Establishing the strategic plan and goals of the business, financial projections, and corporate mission
- :: Capitalizing on the growing consumer demand for wine products and services and the lifestyle that complements them

APPROACH

Wendistry crafted and wrote the Strategic Business Plan that outlined:

- :: Management Team
- :: Market Analysis Summary
- :: Competitive Overview and Analysis
- :: Client Acquisition Strategy
- :: Product and Service Offering
- :: Marketing and Sales Strategy
- :: Sales and Profit Forecasts

SUCCESS

The Strategic Business Plan was a complete success and garnered \$400,000 from the Small Business Administration loan department within a local bank and \$350,000 from the City of Dallas "Retail Incentive Program" when the company confirmed its intention to lease almost 5,000 square feet of retail space on Main Street. With much anticipation and downtown consumer desire, the company will open its doors officially in July 2005.