

## **MBA Course objectives 2010**

This course focuses on the French organic wine industry. Its major goal is to achieve an export strategy for four French sustainable, organic or biodynamic wine estates.

Four companies have expressed business interest as below detailed :

1-South Africa organic and biodynamic Champagne market for Champagne Fleury organic and biodynamic certified

2-China organic wine market for Domaine de Bassac organic certified Languedoc wines

3- Brazil organic and biodynamic Saint Emilion Grand Cru Classé or Saint Emilion Grand Cru for Château Moulin du Cadet Saint Emilion Grand Cru Classé organic and biodynamic certified

4-Russia Champagne market for Champagne Bonville Grand cru following sustainable cultivation method

One group per file.

Bruno Lemoine leads this course. He manages GTS. GTS provides export expertise for sustainable, organic and biodynamic wine estates.

## **What to do and when to do it ?**

From 6 July to 13 July 2010, each team has to achieve an intelligence export study for one of

the four topics. The final step is the defense of each team work on 13 July 2009. The aim of the intelligence market study is to prepare the export strategy of the four companies. The four companies will get the reports for a business follow up.

6/7/2010 (7 hours) : 9.30-12.30 AM /1.30-5.30 PM

Course :

- 1-The aim of the course and its objective
- 2-What you need to know :
  - 2.1 The organic and biodynamic wine market
  - 2.2 The export method
  - 2.3 A quick zoom on International marketing
  - 2.4 A quick zoom on risk analysis and management
  - 2.5 Some useful addresses

9/7/2010 (8 hours) 9.30 AM -1.30 PM /2.30-6.30 PM

\* 9.30 AM – 1.30 PM

Each team defends its work. Per team, 30' english presentation with PPT and 30' teacher comments. At this stage each team needs to cover the following steps :

- Find the relevant law and legal requirements for both export and import countries
- Size the import market
- Benchmarking evaluation of the competitive price and value offer in relation with the market needs

\* 2.30 PM – 6.30 PM

Each team goes on working in WIFI connected rooms with the teacher coaching

12/7/2010 (5 hours) 1.30-6.30 PM

\* 1.30 PM – 5.30 PM

Each team defends its work. Per team, 30' english presentation with PPT and 30' teacher comments. At this stage each team needs to cover the following steps :

- Warn the company about the compulsory abilities to go through the export process
- Find the relevant distribution channels

- For a targeted client, set up the price and marketing strategy. Objectives : the first order is 200 cases x 12 with 5.000 bottles first year production availability

\*5.30 PM – 6.30 PM

Each team goes on working in WIFI connected rooms with the teacher coaching

13/7/2010 (4 hours) 1.30-5.30 PM

Each team defenses its final work. Per team, 45' english presentation with PPT and 15' jury comments. It leads to the team grade.