

## Consulting concept for wineries

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### Objectives

The consulting concept for wineries reflects three steps: 1) Analysis of the actual situation (as-is), 2) definition of a concept for the target situation (to-be) and 3) guide how to implement the concept into reality.

### Methods | Experiences | Results

The consulting concept – especially step 1 – is mainly based on Walter Häfele's approach to the systemic development of an organization. Additionally, documentation from the study modules "Winery and Vineyard management" and "Wine and Winery design" were taken into consideration. The concept was applied to the winery St. Jodern Kellerei in Visperterminen. The renewal of the cellar (wine production area) is their main topic. The Master Thesis contains company information and is to be treated as confidential.

The application of the consulting concept took place successfully. The situation analysis gave a profound picture of the company. The new winery needs to fit into the "company's system". Next step was a workshop to get the client's ideas and requirements. The cellar concept includes their inputs and additional options. It comprises the enological, technical and building program, and represents the "call for duties".

In conclusion, the masterplan shows the cellar project with its phases. The first phase "project definition" includes the cellar concept, time planning, project organization and success control.

Master Thesis  
| 2018 |

Degree programme  
*MLS Viticulture and Enology*

Field of application  
*Wine business management,  
Winery design*

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Situation analysis (as-is):  
The findings are based on interviews, data analysis and concluded with the consultant's view.



Cellar concept (to-be) and master plan:  
The document includes the duty program and the implementation process.