



Thesis title: Export Strategy for the Market Entry of Companhia das Lezírias in Germany

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Abstract (max 300 words)

**Topic position & objectives:** "Companhia das Lezírias", an important and ambitious winery of Portugal has the vision to export its sustainable and unique wines to Germany. Composing a detailed export strategy for the German wine market, was the main goal of this master thesis. The specific task encompassed the evaluation of the market potential for implementation of the wineries brand "Tyto Alba".

**Methods:** The applied tools used are a PEST-Analysis, which included Politics, Economics, Society and Technology of Germany, which sketch the country Germany and its inhabitants. Furthermore a detailed wine market analysis is performed. The wine consumer analysis make it possible to narrow the target group for the wine brand and locates ideal potential consumers in the three federal states Hessen, Rhineland-Palatine and Nordrhein-Westfalen

**Results:** Through a SWOT-analysis and the creation of a TOWS-Matrix, it is shown that the German wine market on the one hand is highly competitive and characterized by a high price pressure of the discounters, but on the other hand offers great opportunities for premium priced wines, innovative packaging and outstanding wine growing regions. The implementation of the wine brand "Tyto Alba" has therefore great chances on the German wine market, by focusing on the evaluated target group and the distribution channel of the specialist retailers.

**Main conclusions:** Four possible marketing strategies are the additional outcome and confirm the implementation of the product on the German wine market.

**Keywords (5):** Export Strategy, German Wine Market, Companhia das Lezírias, SWOT Analysis, Distribution Channels