



Thesis title: "Analysing of the internet positioning Austrian and Czech wineries"

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Date & location of the oral examination (if known):

Confidential: Yes No

Abstract (max 300 words)

Topic position & objectives:

The topic is related to the comparative analysis of web-pages positioning of Czech and Austrian wineries. A successfully designed web-site can be a powerful marketing tool. Searching, structuring and analyzing the web-page information is essential for building strong and competitive winemaking company strategy. Therefore this research explores, describes and starts to explain how the image of web pages has affected the wine industry and how the web page of the winery can strengthen a firm position within the market.

Methods:

This thesis has completed a qualitative case study, mainly based on expert interviews and observation. The interviews were conducted within twenty winemaking companies from Austria and the Czech Republic.

Results:

By determining current winemaking industry situation in both countries this research ascertains the potential possibilities of internet innovations implementation and optimization in wine marketing. Combining the analysis of web pages of various wineries in the Czech Republic and Austria with expert interviews, final conclusions are made and the most effective strategies for internet image building and development are represented.

Main conclusions:

The presented thesis identified several factors that have an impact on successful strategy of webpage creation and development. Thus the managers of the wineries have to be informed of the advantages of Internet technologies, but also to warn of the need to plan the website implementation effectively and to consider long term upkeep and evaluation of the web site.

Keywords (5):

Internet, Wine industry, Web-page, Austria, Czech Republic, Marketing