



Thesis title: Analysis of the Greek wine image and possibilities in the German market

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Abstract (max 300 words)

Topic position & objectives:

The image and brand of Greek wine in the German market, as well as internationally, is not doing justice to the quality of the wine being produced and sold by the majority of Greek winemakers. There are various reasons, which will be examined in this Thesis. Having identified them, there will be a proposal by means of strategic planning, in order to improve this image and thus insert Greek wine in new Places and higher Price ranges.

Methods:

Desk research. Analysis of national competitiveness using Porter's diamond and Five Forces competitive analysis by Porter. Questionnaires to consumers (N=212) and to producers (N=16). Interviews with wholesalers and retailers. Quantitative and qualitative analysis of the results. Statistical analysis using SPSS v16 and Microsoft Excel.

Results:

The image of Greek wine in the German market is indeed not representative of the quality of the product. Other problems include insufficient promotion, scarce availability and generally low awareness. Distribution exhibits some specificity, like the fact that most distributors are Greek expatriates in Germany and that main retail sales are through Greek restaurants while it is difficult to penetrate to other retail channels like wine bars.

Main conclusions:

Greek wine needs to improve the image it has in Germany and to expand to different distribution channels. There seems to be a positive momentum in order for the Greek wine industry to exploit its relative advantages and explore its possibilities for growth. Promotion should be continuous and focus on professionals of the wine sector who act as multipliers of information. Attention should be given on the fact that the German market is a mature and highly competitive market.

Keywords (5): Greek wine, German market, National competitiveness,