



Thesis title: Strategic analysis of international wine bar concepts with the intention to develop an individual strategic approach

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

Confidential: Yes No

Abstract (max 300 words)

Topic position & objectives:

The main objective of this master's thesis was, through a strategic approach, which concentrated on identifying the main marketing and corporate communication strategies (with an online focus), that are currently being implemented by wine bars, in order to determine the main categories, which represent the main concepts of wine bar in this study.

Methods:

In conjunction with a literature review of the relevant areas, checklists were created in order to conduct an online presence analysis, an onsite analysis and interview questions for the international wine bars. The results of the online presence, onsite analysis and interviews were then analyzed using Microsoft excel and SPSS.

Results:

The online presence for 130 wine bars were conducted, following this 110 onsite visits and 56 interviews. Furthermore a cluster analysis was performed to identify the 10 main (6 major, 4 minor), concepts of international wine bars and additionally 5 success factors were determined for wine bars.

Main conclusions:

The major wine bar concepts include, modern, funky, traditional, educational, neighborhood and sophisticated. The main marketing and corporate communication strategies currently being employed by wine bars in this study are direct marketing and communications such a word-of-mouth (WOM) and in-house channels. Online wine bar marketing and communication activities include, websites, social media networking and online reviews.

Keywords (5): Wine bars, Strategic Marketing, Corporate Communication, social media networking, Word-of-Mouth.