



Improving sales of an independent wine shop in Prague throughout marketing strategy.

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25th of March 2020, Dronten – Netherlands

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Preface and acknowledgement

As part of the study program International Agribusiness at Aeres University of Applied Sciences, students must conduct a research linked to one of the courses taught in the program. This research results in a thesis, which is written during the placement. This report constitutes the final proof of proficiency of the study program undergone.

The subject of this thesis was chosen in connection with my passion for wine but also in relation with the program and export management courses. Moreover, as I am currently having a placement in a company owning three independent wine shops in Prague, Czech Republic, this is a challenging subject to study in order to help small-scale wine shops in improving their sales through their marketing communication strategy.

On the research proposal handing out before the thesis, the title was “How Marketing can help an independent wine shop in Prague to attract more customers therefore improving sales?”. By taking in account the advises of Mr Schipper (second assessor) the title of the thesis was changed and became “Improving sales of an independent wine shop in Prague throughout marketing strategy.” Also, after a first provide of the full thesis to the assessors: the page numbers have been changed, the Chapter 3 and 4 have been reworked and the English improved.

After a second provide of the full thesis and after an observation of a third assessor, the introduction has been updated on the wine consumption in Czech Republic. Indeed, the study of Chládková (2009), The development of main factors of the wine demand, was found to old. Moreover, the Chapter 4 and 5 have been reworked, indeed the discussion of results have been nuanced and the recommendations had been more thorough.

I would like to thank all the people involved in this project for their help and guidance, Mr Patrick Burgess for his guidance in the redaction of this report, Mr Schipper for its advises though the assessment of the proposal research; Mr Gregory Carranza for the opportunity he gave me to work in the company and all the Chez Greg team.

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Summary

The wine industry in the Czech Republic is a main economic sector, which is verified since the country entered the Europe in 2004. It has a strategic logistic position for exporting to Central and Eastern Europe and has the widest network of hypermarkets and supermarkets in Europe. On another hand, independent wine shops sell wines of quality and represent 10% of the market. Today there are more than one thousand specialised shops in the Czech Republic that range from large to smaller family companies. Even though, independent wine shops are the smallest distribution channel for wine in the Czech Republic, it is in constant development within the Czech Republic and Europe. Wine trade is a challenge today with global, national and local competition, in result of the different wine regions, different appellations and different producers. Differentiation is an important aspect for wine companies that want to sell wines and reach consumers and it is done though marketing. Independent wine shops in Prague need Marketing to make differentiation with the rivalry as 10% of the market belongs to this category.

Thus, the paper research aims at understanding how to improve sales of an independent wine shop in Prague throughout marketing strategy. Therefore, the research is further divided into three sub-questions which are: Which marketing strategy can be adapted to customers? Who is buying wine in independent shop in Prague? Which marketing communication tools can be used by an independent company to attract consumers?

To find these elements, a desk research is used to provide literature, a survey is presented to independent wine shops customers and interviews are conducted with marketing professionals working in wine shops. It is found that independent wine shops customers are mainly men aged between 26 and 45 years old. Customers are amateurs of wine and come to these kinds of shops for the quality of wine, the quality of information and the proximity with the seller. The main factors which lead to purchase are the quality of wine, the price of the bottle and the country of origin of the wine. Regarding the marketing strategy, wine shops should analyse customers though market segmentation to then adapt an own marketing strategy reflecting the features of different customers group which have been found. Results of the different interviews conducted highlights that the main marketing communication tool used by independent wine shops to attract customers is social media.

In conclusion, independent wine shops should be focused on different customer groups and respective features to adapt the marketing strategy. This is possible, among others, by conducting a marketing customers segmentation. A profile of customers of wine shops is also good to have to underpin the market customers segmentation. Thereafter, wine shops are ready to implement the more relevant marketing tools into the marketing strategy in order to improve sales and attract new customers.

1.Introduction

Wine is a product that could be compared to soap or tea, as many consumers buy and consume it daily, either at home or at restaurant. Wine is a rich product that contains identity. A lot can be said on a bottle of wine such as grape variety, region of growing, different aromas, and food pairing ideas. In fact, thousands of grape varieties are existing, and wine is grown in a lot of regions throughout the world. Everyone could name a famous wine region, even if it is not a wine consumer, as Bordeaux, Napa Valley, Burgundy like everyone could name a variety of famous tea as black tea, white tea, rooibos tea.

Nowadays, in Europe, wine is an important part of the European economy. In fact, wine production in the EU countries represents approximately 61% of the total world production (Chládková, 2009). France, Italy and Spain produce 83% of the wine from the European origin (Vin et société, 2018). In 2017, Europe was the first exporter of wine in value (globally) (Vin et société, 2018) which is still relevant for the 2019 export numbers.

The wine industry in Czech Republic is undoubtedly an economic sector that could compare with other major economies. The Czech Republic entered the European Union in 2004 (La République tchèque, 2019). This country, which has Prague as capital, has 10,8 million inhabitants in 2019 (La République tchèque, 2019). Although the Czech Republic is a member of the Europe, it maintains its own currency: the Czech Koruna (1€ = 25,835 Czk). The Czech Republic is one of the European countries producing and exporting wines. The integration of the Czech Republic in the EU helps to bring several changes in the wine production, wine growing and wine consumption (Chládková, 2009). Moreover, the Czech Republic has a strategic logistic position for export to Central and Eastern Europe. Wine production and wine consumption in Czech Republic will be present in the introduction, but wine growing will not be a part of the thesis.

The wine production is around 650 000 hectolitres in average (Plein champ, 2019), composed with: 60% of white wines, 30% of red wines and 10% of rosé wines. Wine consumption has a growing trend in Czech Republic. In 1920 the inhabitants of Czech Republic drank 5 liters of wine per year/per person (Karel Šrédli, 2017), in 2008 it was 16,3 liters of wine per person to raise 21,4 liters in 2016 (Aubert, 2016). It is good to mentioned here, that the Czech Republic is the first country of beer consumption in the world with 143,3 liters in 2016 per person (Plein champ, 2019).

According to the study made by Chládková (2009) the wine consumption rates of the Czech residents is known. The study provides information about the Czech consumers: the frequency and the occasion of drinking wines, the place, where the wine is bought, which wine do Czechs consumers prefer, and which wine is most frequently bought. In relation to the frequency of wine consumption, the results of the study show that 41.1% of respondents drink wine at least once a week or several times a week (73% of men and 27% of women). 41.3% drink wine once or several times in a month, 14.9% drink wine once or twice a year and 2.7% do not drink wine at all (Chládková, 2009). The respondents answered that wine is bought in supermarket at 45.2%, 23.8% buy the wine in a specialised store, 9.7% in an ordinary shop, directly from the producer for 8.5%, in a barrelled wine shop for 7.2% and the last 5.4% buy wine in a restaurant (Chládková, 2009). At the question "What type of wine do you prefer?" 40.8% answered "white wines", 38.8%

“red wines” and 0.8% “rosé wines” (Chládková, 2009). Finally, at the last question “which particular wine do you buy most frequently” Answers to this question resulted in the following rank of the most often purchased wines by the given sample of respondents: 1. Frankovka, 2. Cabernet Sauvignon, 3. Müller Thurgau, 4. Veltlínské zelené, 5. Rulandské bílé, 6. Svatovavřínecké, 7. Modrý Portugal, 8. Chardonnay, 9. Ryzlink vlašský, 10. Bohemia sekt. This study provided understanding the consumption trends of the Czech consumers of wine. Another study illustrates the imports of wine in the Czech Republic (in value). The top imports came from Italy with 16,4% of the market, France in second position and Hungary (Plein champ, 2019).

However, as said earlier, the Czech Republic became a member of the Europe sixteen years ago and move from a poor country to a country where the prosperity has increased. Indeed, citizens has more income and in that way the consumption of wine evolve. Indeed, in their article, Jan Nevyhoštěný and Denis Chripák (2019) show that 2.1 million litres of wine is consumed in the Czech Republic per year. About three quarters of the wine drunk is imported, one quarter comes from domestic production (Jan Nevyhoštěný, 2019). Then, to complete and update the study of Chládková (2009), an article of Marcela Zamazalová and Oldřich Vávra (2018) is dealing about the wine production and wine consumption in Czech Republic nowadays. Per capita, consumption in the Czech Republic is about 20.1 litres per year and has increased by about one third over the last 20 years (Marcela Zamazalová, 2018). Czechs are increasingly demanding consumers and more and more of them are spending more money for the purchase of wine. In a month, Czechs spend an average 400 kronor (more or less 16 €). Czechs are willing to pay almost 160 koruny (6€) for a bottle of wine for their own consumption and more than 220 koruny (9€) for a gift (Marcela Zamazalová, 2018). In general, men drink more beer than wine and women are rather wine drinkers (Marcela Zamazalová, 2018). About the sale trends, the proportion of wine drunk in restaurants, wine bars or wine shops is constantly decreasing. In another hand, the proportion of wine sold in the retail network, particularly supermarkets and hypermarkets, is increasing, with less than two thirds of total sales (Marcela Zamazalová, 2018).

So far, it is known that Czechs are consumers of wine, and consumption of wine is increasing each year. It is relevant at this point, to know more about the distribution channel of wine in the country. The Czech Republic has the widest network of hypermarkets and supermarkets in Europe (Export Entreprises SA, 2019). Retail distribution gets 75% of the market in 2018 (Export Entreprises SA, 2019). Supermarkets, hypermarkets and discounters are the main distribution channels with brand as *Schwarz (Kaufland, LIDL)*, *Tesco*, *Ahold Delhaize (Hypernova, Albert)* and *Makro Cash & Carry* which are the main actors and which sell wine in large quantity at low prices (Export Entreprises SA, 2019). Independent wine shops sell wines of quality and represent 10% of the market, which has improved since this channel was not active in the early 1990s. Today there are more than one thousands specialised shops in Czech Republic that range from large to smaller family companies (Export Entreprises SA, 2019). At European level, for the Café-hôtel-restaurants network (HORECA) wine sales represent 66,553.20 millions USD in 2018 (Export Entreprises SA, 2019) with a growth of 1,1% between 2013 and 2017. The growth of Horeca might reach 2.8% between 2018 and 2022, where the growth of the retail might reach 3,5% (Export Entreprises SA, 2019). This study shows that the independent wine shop is the smallest channel distribution in Czech Republic, but this channel is in constant evolution within the Czech Republic

and in Europe. The website Wine-Searcher currently lists 136 wine retailers in Prague. It is relevant to know who is buying wine in independent wine shop in Prague, and why.

Wine trade is a challenge today with global, national and local competition, in result of the different wine regions, different appellations and different producers. Differentiation is an important part if wine companies which want to sell wines and reach consumers. Differentiation can be through different packaging, designed labels of wine, social network activities, website, communication, events ... This is what is called today the "Marketing". Indeed, *"when consumers search for wine and wineries on internet, consumers are bombarded with a massive volume of brand messages, meaning that delivering creative, polished content is key if a brand wants to capture people's attention. So, make a good wine is an important part of the work, but after this is necessary to give it the presentation it deserves, communicating"* (Roberta Capitello, 2012). The purpose of Marketing is *"to help to create value and foster the sale of goods and services"* (Tomazic, 2017). In the American Marketing Association (2007) Marketing is defines as *"an activity of certain institutions and processes for creating, communicating, providing and exchanging offers that have value for customers, clients, partners and society at large"*.

Marketing tools are techniques and materials used by a business to sell goods or services to customers. In this context, "tools" refers to techniques, strategies and materials. Marketing tools are used by companies to boost sales through advertising, emailing, newsletter, and market research, while others focus on gathering consumers data. Before using marketing tools, companies have to analyse, select and reach consumers target groups throughout a theoretical part (Leeman, 2017). The Marketing mix, or 4Ps, allows this analyse. This tool constitutes the traditional theoretical framework to set up the first phase of the marketing strategy process (Festa, 2016). In fact, this tool is composed by four variants: Product, Price, Place, Promotion. For the "product", this concerns everything relating to the product itself: technical characteristics, range strategy, design, strategy (Leeman, 2017). "Price" is about setting the price of the product by taking in account the quality of the product and the positioning of the product on the market (Leeman, 2017). Then, by "Place" it should be understood "Distribution" this defines which distribution channels will be used to implement the products (Leeman, 2017). Finally, the last variants is "Promotion" (communication) this element of the marketing mix includes all communication actions implemented to promote a brand, product or service (Leeman, 2017). Nowadays, according to the last book of Joris Leeman (2017), there is another type of Marketing mix, called 4Cs, which focus on the consumer rather than the product. Its four variants are: Customer, Cost, Convenience, Communication. The variant "Customer" is based on consumer wants and customer needs. The "Cost" refers to the total cost focus: price, effort, usage (Leeman, 2017). Concerning the point "Convenience", its more focus on the distribution and on what are the buying preferences of the customer and the best distribution channel to answer those preferences. To finish, the last variant "Communication" refers to how the company can communicate and reach people whit its product: interactivity and relationship development (Leeman, 2017). Both marketing mix, 4Ps and 4Cs, are visible in the [appendix 4: Marketing mix](#). To end with the traditional theoretical framework of marketing, Giuseppe Festa (2015) develops a theoretical framework specially for wine marketing mix named the 4Es formula with the following variables: Expertise, Evaluation, Education and Experience (Festa, 2016). The 4Es formula allows to the company to bring its own theoretical marketing framework by putting the consumer's needs at the centre of its research. As said at the end of its study, Giuseppe Festa confirms the plausibility of its formula to

help a wine company to develop its strategy marketing based on the specificities of its own clients, and thus to better apprehends the wine market and its rivalry.

After this theoretical part, companies can focus on the use of different Marketing tools to reach goals and objectives. These “marketing tools” in the early days of the discipline included: posters, flyers and advertisements on the TV. Nowadays, social medias (by social media is it mean networks as *Facebook, Instagram, Twitter*, etc) entered topic of marketing and is referred to as digital marketing. In a study, Tina Tomazic (2017) highlights how the emergence of social network has changed the way of marketing communication (Tomazic, 2017). In fact, nowadays the world population is about 7 billion people among which 42% are using internet daily and 1,75 billion people use social networks through their smart phones (Viana, 2016). Precisely, the generation between 21-34 years old is composing with 2.5 billion of people and is the largest generation of history to use, at 90%, internet : this generation is called the “digital natives” (Viana, 2016). In that way, digital marketing is very important to use as strategy marketing in the wine sector. Furthermore, social networks allow consumers to use them for free, while paid advertising is an additional cost. Social networks are used either by consumers or businesses. With them, companies can meet consumer’s wishes and needs better, and provide interactive communication (Tomazic, 2017).

At this point, several marketing tools, which can be used by a company, will be described. Firstly, the Newsletter is considered as a marketing tool. A Newsletter is sent every month, or every 2 weeks, to customers via email (Explore the Strategy of Newsletter Marketing, 2018). It usually contains information about the company, wines, discounts and events. Before starting a Newsletter, it is crucial to collect current customer’s emails addresses in a database (Viana, 2016). This can be done at the first purchase of the customer where the employee asks if the customer wants to become registered to the newsletter. In this process, it is important to illustrate the benefits of the newsletter. The newsletter by post is unusual nowadays. Companies prefer to send the Newsletter by email. Email is cheaper and faster and produces data that can be more easily studied to create more relevant newsletters (Explore the Strategy of Newsletter Marketing, 2018). *“The email marketing is a very powerful generator of online wine sales and critical component of digital marketing because it reaches the perfect audience and save time and resources. It is worthwhile to create a database with customers’ emails to promote products, events, sales and keeping in touch occasionally building a good relationship.”* (Viana, 2016) The main goal of this marketing tool is to retain customer and create database for the company. Different software can be used to create a Newsletter, as Mailchimp, which is the most known.

Regarded as any other sector, consumers expect and demand wineries or wine shop online interaction through social media (Viana, 2016) as Facebook, Instagram, Twitter, and a Website. As explained earlier, social media are widely used these days. In fact, *“mass media has never in history had such a strong impact as it has right now. This is due to the emergence of new technologies, which have become an important part of the marketing strategies of the wine industry around the World”* (Tomazic, 2017) Throughout Facebook or Instagram posts. Customers are expected to know more about the company story, to learn about the product, to learn about its specificities as winegrowing, winemaking, characteristics of a grape varieties etc. Customer like to see pictures of people who are involved in the product or the shop. To take advantages of social

media, companies should create an editorial schedule (Viana, 2016) and develop a plan to determining the audience, frequency of online interaction, contents and approach. By adopting a social media strategy, companies seek to create customer loyalty, to develop their sales, and to develop their own brand (Viana, 2016). It is important to notice that in some countries as USA, national authorities considers social media as advertising and regulates what wineries can do online (Viana, 2016). In France what is regulate, thought Loi Evin (10th of January 1991) is the advertising for alcoholic beverages For example, an advertising must always mentioned “L’Abus d’alcool est dangereux pour la santé” (meaning: *Alcohol abuse is dangerous for your health*) (Chevalier, 2015). In addition, the advertising for alcoholic beverages on the TV, and in Cinema is forbidden (Chevalier, 2015). Through social media, the main goal of the company is to promote its business, its products, to create customers’ curiosity, to create interaction with customer with the objective to sell its product.

Another marketing tool that could be set up by a company to retain customer is the Loyalty card. The principle of this tool is to reward loyal customer with a system of points, for example “for a bottle sold the consumer will win at least five points” and when customers reach a certain number of point a bottle of wine will be offer by the company. Another system could be that if customer is registered as a loyal client, he will enjoy 4% discount on each purchase done. Loyalty card allow a company to retain customer, to give the envy to the customer to buy more and more often, to have a database of loyal customer. The Loyal card can be linked to the Newsletter. In fact, the same database will be used, in that way as soon as a customer register as a loyal customer he will receive the Newsletter (Contò, 2015).

In its study, Roberta Capitello (2012) shows how the packaging of a bottle of wine can be used as a marketing tool. In fact, regarding the Marketing mix with the 4Ps formula, the packaging, which is discussed in the variable “product” is one of the most interesting components (Roberta Capitello, 2012) and “*packaging is often the first clue used by the consumer to assess the quality of a wine*” (Roberta Capitello, 2012). There are a variety of possibilities to use the packaging of a bottle of wine as a marketing tool as there are many features on a bottle. In fact, the way a wine bottle is corked already reveals its marketing strategy. Often, a bottle of wine with cork reflects the traditional side of the wine. A strong red wine aged several months in barrel will be bottled with cork to allow the oxygenation of the wine and to allow the wine to continue to age in bottle. For example, a Bordeaux wine is always bottled with a traditional cork. In another hand, the screw cap is often used for a wine from the New world, as New-Zealand, Australia, South-Africa because these kinds of wines should be consumed in the year and don’t need to mature in bottle. The capsule, which cover the cork, or the screw cap, may have a colour related to the nature of wine (beige, red or green). The neck of a bottle can also be used for the marketing, for example by putting the company’s logo on it. The shape of the bottle is also important. Burgundy and Bordeaux bottles are the more known, but Bordeaux is the most used (Roberta Capitello, 2012). Finally, the label of the bottle is the features which can be the most used for the marketing. In fact, a lot of things can be done on a label: “*shape, colour, position, surface texture, finish, forma, reliefs, notches, adornments, edge, image, logo, company name, denomination name, product name, line name, legal information, other information*” (Roberta Capitello, 2012).

Finally, a last marketing tool will be described in this subsection, which are events. The organisation of an event allows the company to meet its current customers but also to touch new customers. For an independent wine shop the kind of events that could be organised are live

music, exhibitions, special guest as a Champagne winemaker, evening themes, and speed dating. This requires organisation to be settled, but if the wine shop become known as a shop which suggest a lot of events, new customers will appear and will buy the product. However, this imply a huge work upstream: find partners, find the budget, be organise, find people to work during the event, set up a marketing strategy, etc.

To conclude, marketing tools are required to set up a good marketing strategy upstream that fits with the consumers that each company encounters. Marketing strategy is the key to help to create value and foster the sale of a product (Tomazic, 2017). Therefore, *“marketing in the wine industry is used to collect and promote information in order to attract and influence consumers to buy wine”* (Tomazic, 2017). It is important for a company to set up a good marketing strategy, to not loose time and money being focusing on the wrong target. Nevertheless, not all wine shop owners have marketing background and don't know where to start.

Nowadays, studies exist about wine consumption in Czech Republic but studies about wine consumption in Prague are missing. However, independent wine shops sell wines of quality and represent 10% of the market in Czech Republic (Export Entreprises SA, 2019). Prague, the capital of Czech Republic, hosts 136 wine retailers according to the website Wine-searcher. Wine shops are the smallest channel distribution in Czech Republic and the proportion of wine drunk in restaurants, wine bars or wine shops is constantly decreasing (Marcela Zamazalová, 2018). As seen above, marketing tools are important for the differentiation of a company and to attract and retain customers. It is relevant to know who is buying wine in wine shops in Prague, and why in order to help these shops to increase their sales though marketing tools.

The aim of this research is:

How can marketing strategy help an independent wine shop in Prague to improve sales?

Sub-questions included are:

- Which marketing strategy should be adapted to improve sales?
- Who is buying wine in independent shop in Prague?
- Which marketing communication tools can be used by an independent company to attract consumers?

The aim of this research is to provide to small-scale wine shops in Prague information about people who buy wine in their shop. Small-scale wine shop will know how to adapt their own marketing strategy, though marketing tools, and therefore, to improve sales.

Indeed, several objectives need to be set up. The first objective is to collect data through secondary research and available literature to allow the owners of a small-scale wine shop in Prague to understand the importance to build a marketing strategy to improve sales. Then to understand how to put it in practice.

The second objective is to collect information through qualitative survey to understand the main origin(s) of the people buying wine in independent wine shop, their main characteristics (sex, age, professional situation, ...), their motivation, etc. In this way, this will help small-scale wine shops to properly target potential or existing customers.

The last objective is to collect data through qualitative interviews to understand professional's opinion on marketing tools that can be applied to the wine industry.

2. Materials et Methods

In order to answer the main question, the research will be carried out following the different sub-questions which will have a specific methodology.

For this research, both secondary and primary research will be employed. Secondary research will be desk research and will consist in a deep study and analysis of available literature related to the field of expertise of this report. A systematic literature review will be done with an aim to identify, review, and summarize the best available research on the main question of the thesis. Thus, as a whole, targeted reports and literature will be researched with about marketing strategy and marketing tools in the wine industry with an importance of finding the most up-to-date data and information in order to have strong accuracy in sub-questions' answers. Literature will be retrieved on research platforms: ScienceDirect, Springer and Google Scholar. More specifically, will be searched for: wine, wine marketing, wine marketing communication, wine marketing strategy, social media marketing, digital marketing, wine business, communication channels, marketing strategy, consumer's needs, consumer's behaviour.

Primary research will be based on qualitative method and consist in interviewing professionals having a small-scale wine shop in Prague. In that way, this professional could help to understand the importance to set up its own marketing strategy in relation to its customers. The targeted persons will be further detailed in the sub-question 3 paragraph below. Dolan (2017), illustrates a qualitative method though interviews with social media users, including professionals, to exploring communication strategies for wine marketing. The steps within this research are as follows: the participants were contacting by email to define a date for the interview; questions and responses were carefully managed, avoiding leading questions throughout each interview; before each interview, permission was obtained from participants for an audio recording, then the interview was converting into text was the first step undertaken in the data analysis process; finally, a software program NVivo 11 assisted the researcher to classify, sort and arrange information in order to examine relationships and trends within the data. These steps can be used as a background for this research.

Moreover, in order to determine who are the customers who buy wine in an independent shop and why a survey will be used. The method for the survey will be further detailed in the sub-question 2 paragraph below. Chladkova (2004), illustrate a qualitative method though survey for the inhabitants of the Czech Republic to discover Consumer habits in the Czech wine market. The steps within this research are as follows: the survey was provide between September and December 2004; the half of the respondents were based on phone questioning, and the other half on direct personal questioning; the analyse was done in a table to illustrate the responses of the interviewees. These steps can be used as a background for this research.

This will be detailed further in this chapter with related sub-question.

1) *Which marketing strategy should be adapted to improve sales?*

To answer the first sub-question a qualitative method will be used to discover how the owner of a small-scale wine company can adapt their marketing strategy to their potential or existing customer in order to improve sales. This desk research will be carried out through the ScienceDirect, Springer and Google scholar research platforms. The data collected from the internet analysis will be performed by the study of reports related to marketing strategy in the wine industry.

The research of data on these platforms will be done using keywords searched in English and in French. Then, key words will be used will be: wine, wine marketing, wine marketing communication, wine marketing strategy, social media marketing, digital marketing, wine business, communication channels, marketing strategy, consumer's needs, consumer's behaviour.

Articles such as "Digital wine marketing: Social media marketing for the wine industry" (Viana, 2016), "The Importance of Social Media from the Wine Marketing perspective" (Tomazic, 2017), "Succeeding on social media: Exploring communication strategies for wine marketing" (Dolan, 2017) and "Innovative marketing behaviour determinants in wine SMEs: the case of an Italian wine region" (Contò, 2015) will be studied in order to understand the importance to set up a marketing strategy and how to do it.

The aim of doing this research in two languages allows to have a largest sample or reports. Furthermore, the research on different platforms will allow the researcher to prove the viability of these sources. The researcher will at least analyse these articles and highlight the main information about marketing strategy in wine industry. As wine is sell all around the World, the different studies that will be find will give an example of what is done in other countries in terms of wine marketing strategy. This could be helpful for companies in Prague, to have examples and to be inspired by what is already done in wine marketing and what is working.

The data of the survey will be collected and analysed between the 5th of December and the 28th of December.

2) *Who is buying wine in an independent shop in Prague?*

The significance of this sub-question lies in determining who exactly are buying wine in a small-scale wine shop and more specifically in Prague, Czech Republic.

A qualitative survey will be distributed in three independent wine shops in Prague, called *Chez Greg*, belonging to Gregory Carranza. These three stores are situated in different districts in Prague (Prague 6, 5 and 3) which have different populations. This will allow to reach different kind of customers and to have a better sampling of answers. In fact, Prague 6, where is situated the Shop 1, is known to be a residential area with families and with many schools for children. The Shop 2 is in Prague 5 which is also a district where families with children are set up. Also, there is a large part of French population because of the *Lycée Français de Prague* which is in this district.

Prague 3, where is the shop 3, is a district with a lot of young people and is known for its restaurants, pubs and nightclubs. The survey will be provided by the seller of the shop, to each customer who would like to answer to it.

The survey will be built with multi-choice close ended questions to know the channel of customers which buy their bottle of wine in small-scale wine shop. Moreover, the survey will interrogate customers about the reason of that choice. Customers will find question relating to their: sex, age, professional situation and what are the decisive factors of his purchase. However, two questions will contain open-ended questions to explore the personal answers of the respondents.

The survey will be answered between the 5th of December and the 19th of December, which means that it will be available for 14 days (shops are closed on Sundays).

Concerning the sample of the survey, in the Shop 1 during the last three months (September, October and November), an average of 374 customers per month did a purchase, in Shop 2 an average of 352 customers and in Shop 3 an average of 260 customers per month (these figures were collected from the managers of each store). At least hundred surveys will be distributed in each shop. As the survey will be provided during the month of December, therefore during the month of the end of year celebrations, there will be more customers in shops. In that way, a hundred of surveys per shop should be easily fill in.

The data of the survey will be collected the 19th of December and will be analyse between the 20th of December and the 28th of December. Answers to multiple-choice questions of the survey will be analysed after having created a graph in order to see what are: the main sex, main age group, main personal situation, main decisive factors of purchase. Concerning open-ended questions, a ranking will be done by similar reasons for the answers related to question 7 and 8.

The aim to this sub-question is to be able to develop a first profile of customers in Prague who are buying their bottle of wine in independent wine shops.

3) Which marketing communication tools can be used by an independent company to attract customers?

The strategy for this last sub-question will be conducted with a qualitative method though interviews with managers of independent wine shop in Prague.

Three managers will be interviewed to better understand the importance of marketing strategy to improve sales. No more than three interviews will be conducted considering the planning of the research as the end of the thesis is approaching. The wine shops will be Na brehu Rhône, Vinograf Wine Bar, Schody home bar. The idea is to conduct semi-structured interviews with themes to approach and adapted the knowledges, competences and answers of the participants. Subjects are marketing tools related to small-scale wine shop, marketing communication strategy, and advices to small-scale wine shops about relevant marketing communication tools. The interest of the interviews is that the researcher will also have the point of view of professionals which used to work on their marketing specifically on wine marketing for their own wine shop.

The interview will be conducted either in face to face, by phone or it will be sent by email between the 2nd and the 12th of December, depending on the availability of the interviews. Contact details are provided in [Appendix 2](#) and questions are added in [Appendix 3](#). The interviews will be written down so that it can be analysed. On another hand, the researcher will send the interview to the interviewees by email if the latter will not have time for a meeting or a phone call.

The interviews will be analysed between the 13th and the 20th of December. After transcribing the interviews, the researcher will create a table on Excel. After labelling the relevant pieces of the interviews, the researcher will create categories of answers. Then, the researcher will connect the categories together and write the results. The analysis of the interviews will consist in determining categories and classifying similar responses into these different categories in order to result with specific point of view of the importance of the use of marketing tools in a small-scale wine company to improve sales.

The aim of this sub-question is to provide small-scale wine shop with concrete marketing communication tools and actions to implement or to include in their existing marketing communication strategy in order to specifically target potential or existing customers to improve sales

3.Results

This section presents the results from the method that was shown in [Chapter 2](#). The results obtained during the research phase are presented and organised per sub-question. The first sub-question was answered through a literature review. In fact, a qualitative method was used to discover how the owner of a small-scale wine company can adapt the marketing strategy to the potential or existing customers in order to improve sales. This desk research was carried out through ScienceDirect, Springer and Google scholar research platforms. The information retrieved from the literature review is shown below. Then results from the survey, which was submitted to customers from the 10th to the 20th of December 2019, are presented. In total, 102 answers were gathered from three different wine shops in Prague. Finally, interviews with marketing professionals of different independent wine shops are transposed for the last sub-question. The interviewees were contacted by email between the 10th and 20th of December 2019.

3.1 Which marketing strategy should be adapted to improve sales?

To answer this sub-question, desk research was carried out in order to provide a literature review about the marketing strategy adapted to customers in relation to wine marketing. For the results, a traditional literature review analysis was used. In fact, the researcher combined the findings of multiple scientific studies which allowed to highlight the common truth of different literature reviews and thus, to reach a higher statistical power than with a single study. In this section two tables organize the findings which underpin the same ideas.

The first article was “Digital wine marketing: Social media marketing for the wine industry” (Viana, 2016), which studied and analysed the digital wine marketing as a tool to increase winery sales. In this article, a new generation of customers is highlighted, “the millennials”, and Viana (2016) show how to reach this new generation in order to generate purchase. In fact, millennials are the generation between 21 and 34 years old, who are described as “digital natives” as 90% of them use internet and gather 2.5 billion people. Millennials are a new challenging group who need to be targeted through social media. This generation introduces a new standard of wine consumption (Viana, 2016) as its emphasis it is put on: quality factors, brands, prizes and competition medals, image/design of labels and organic wines (for health and environmental reasons) (Viana, 2016). Then, the author mentions the fact that companies need to create interaction through social media to create contact with customers. Finally, the author points out that companies must set up a social media marketing concept to target the right customers, to guide them on their online actions and set specific business goals.

To support the article of Viana (2016), another source was found. Thomas Atkin (2012), in the article “Millennial wine consumers: risk perception and information search”, described how the marketers in the US succeed to reach young wine consumers (the millennials) most effectively and how to present them important information. The generation of Millennials in the US are described. The table 1 below presents the description of this new wine generation delivered by Viana (2016) and Atkin (2012).

Sources	Description of the generation “millennials”
“Digital wine marketing: Social media marketing for the wine industry.” (Viana, 2016)	<ul style="list-style-type: none"> - Generation between 21–34 years - Confident people - 90% use the internet - Well informed - “digitals natives” - Strong aesthetic sense - Gives importance on new legislation and health - Puts emphasis on quality factors, brands, prizes/competitions medal, image/design of labels, organic wines - New standard of consumption: prefer information/ recommendations obtained through friends and familiars
“Millennial wine consumers: Risk perception and information search” (Thomas Atkin, 2012)	<ul style="list-style-type: none"> - One of the fastest growing wine consumer segments - Generation included people between 1983 and 2004 - Receives much attention from marketing research firms in the past decade - Large generation - Uses technology in almost every aspect of lives - Spends an average of 33 hours per week on the Internet among which 83% use online social networking sites - Gives importance on knowledgeable about brands and value quality products - Concerned about fair pricing and environmental practices

Table 1 – Description of the Millennials

The second article which was analysed, “The Importance of Social Media from the Wine Marketing perspective” (Tomazic, 2017), highlights the fact that nowadays social networks and marketing channels in the wine industry are important to sell wines (Tomazic, 2017). According to the article, social media allows to attract consumers, to encourage consumption and to build relationships. Moreover, by means of social media, results can be measurable. Thus, by an analysis of these results, companies can know their customers and can understand what works and what needs to be improved. This analysis enables companies to understand the effectiveness of their marketing strategy. Finally, interaction with customers enables feedback on wines and services offered by the company.

To underpin the article by Tomazic (2017), two articles were found during desk research, “Innovative marketing behaviour determinants in wine SMEs” (Contò, 2015) and “Succeeding on social media: Exploring communication strategies for wine marketing” (Dolan, 2017), and show different marketing and sales tools which can be used by a company in order to improve sales. In its study, Francesco Contò (2015) highlights the use of a website, newsletters, wine events, mobile apps and social networks. The use of social networks allows to reduce the distance between the company and the consumers. Indeed, Facebook and other social networks as Instagram, Twitter, YouTube, are often used for cultivating customer relationships (Contò, 2015). On another hand, in the article by Rebecca Dolan (2017) it is shown that social networks need to be used correctly. Through the results of a survey, the author finds that consumers, in some instances, think that “There is a danger for a brand to ‘over-communicate’ on Facebook, which creates an image that

the brand may be focussing on advertising and promotion rather than developing a relationship with the consumer.” (Dolan, 2017).

Sources	Marketing tools	Convenience
“Digital wine marketing: Social media marketing for the wine industry” (Viana, 2016)	Social medias (Facebook, Instagram, Twitter, Pinterest)	<ul style="list-style-type: none"> - Create interaction with customers - Promote brands - Make impact on each post - Listen to customers
	Newsletter	<ul style="list-style-type: none"> - “Powerful online wine sales” - Reached the perfect audience (current customers) - Save time and money - Create database of customers - Promote products, events, sales - Build a good relationship
“Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook” (Antonino Galati, 2017)	Facebook	<ul style="list-style-type: none"> - the most established online social network - biggest social networking platform in the world - relation- ship between firms and society - knowledge on consumers preferences - helps to orient consumers behaviours - low cost of this communication tool
“Innovative marketing behaviour determinants in wine SMEs » (Contò, 2015)	Web site	<ul style="list-style-type: none"> - help to achieve notoriety among consumers and visitors
	Newsletter	<ul style="list-style-type: none"> - contain information about wineries, wines, sales, events, - customers agreed to receive information
	Wine events (tasting, concerts, art exhibitions, conferences)	<ul style="list-style-type: none"> - gather people - open to non-existing customers
	Social medias	<ul style="list-style-type: none"> - reduce distance between company and customers - cultivate customers relationships - low cost
“Succeeding on social media: Exploring communication strategies for Wine marketing » (Dolan, 2017)	Social medias (Facebook, Twitter, Instagram)	<ul style="list-style-type: none"> - customers have to immediate interactions - dynamic conversations - create, customise and distribute advertising message for products and services - provide information about events

Table 2 – Different marketing tools and their convenience

The table above provides an overview of four articles treating different marketing tools and describing the convenience of each one. Another article was added to the previous articles, which highlights in particular the use of the social media Facebook (Antonino Galati, 2017).

A final article by Debbie Ellis (2017), “Consumer wine knowledge: components and segments”, focused on the importance of marketing segmentation to understand, to analyse and develop marketing strategy. In fact, the purpose of the paper is “to understand the components of consumer knowledge of wine and to investigate these as a potential basis for wine market segmentation and targeting” (Debbie Ellis, 2017). Ellis found out four different types of consumers: neophytes, snobs, modests and experts. Each of these four types of consumers need a proper marketing strategy to be reached. In another article, “The importance of marketing segmentation”, Gillian Martin (2011) gives others kind of marketing segmentation that companies can use. The consumer market segmentation is described, including geographical, demographical, behaviour and psychographic segments (Martin, 2011). Then, the business segmentation is shown, with the geographical segmentation, customer type and buyer behaviour segments. Each company has to determine its own marketing segmentation.

3.2 Who is buying wine in an independent shop in Prague?

To answer the second sub-question a survey was distributed in three independent wine shops located in Prague. The survey was set up in order to know who is buying wine in independent wine shops in the capital. It was distributed to the customers of the wine shops between the 10th and the 20th of December. The researcher asked the manager to try to present the survey to the customer for each purchase. In total, 102 answers were gathered. The questionnaire is provided in [appendix 1](#). To input the data and produce these results, the researcher built up the same questionnaire online, via Google forms, and entered the 102 answers. After this operation, the application generates graphical output for the results.

Answers to the question “what is your gender?” are:

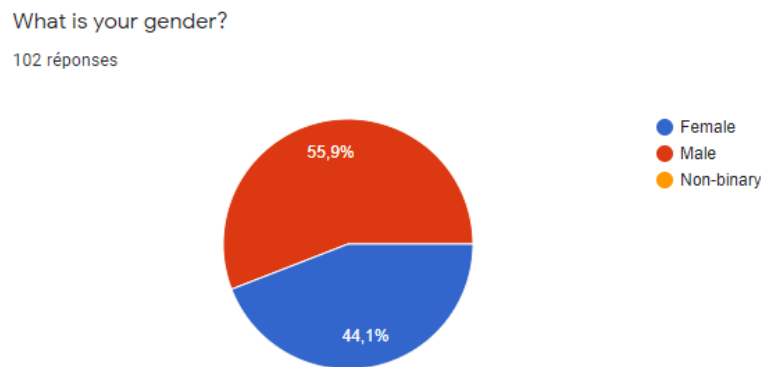


Figure 1 – Answers of the survey per gender

In the figure 1, the main gender which answered to the surveys are male at 55.9%, following by female at 44.1%. No one has answered as a non-binary person.

Answers to the question “what is your age?” are:

What is your age?

102 réponses

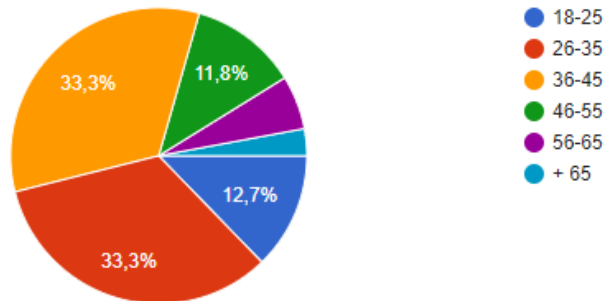


Figure 2 – Answers of the survey per age

As shown in the figure 2, two age groups which answered the survey are in first position: 36-45 and 26-35, these two groups reached 33,3% of the answers. Then, two other age groups follow, in order from the biggest to the smallest one: 18-25 (12.7%) and 46-55 (11.8%). The age groups of 56-65 and +65 are in minority. Here, the age group 26-35 can be linked to the new generation of wine consumers describing in the first sub-question by the articles of Viana (2016) and Atkin (2012): the millennials.

The possible answers to the question “What is your professional situation?” were “Student”, “Worker”, “Unemployed” and “Retired”. Workers represent a majority of 66,7%, students account for 13,7%, unemployed people for 11,8% and retirees were 7,8%.

Answers to the question “In terms of wine, do you consider yourself as?” are:

In terms of wine, do you consider yourself as:

102 réponses

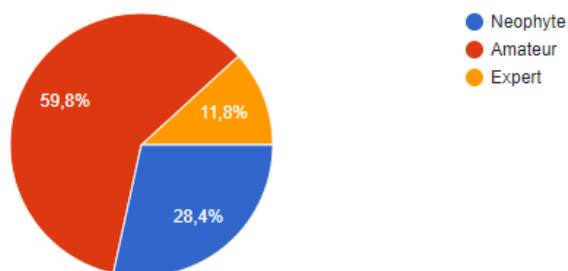


Figure 3 – Answers of the survey per wine knowledges

The main answer to the fourth question was that at 59,8%, people who answered the survey consider themselves as “amateur” in wine sector. Then, 28,4% consider themselves as “neophyte” and 11,8% as expert.

For the question “Do you used to buy wine in an independent wine shop?”, the possible answers were “Yes” or “No”. The main part of the customers answered “Yes” at 61,8%. The rest answered “No” at 38,2%.

After this fifth question, two options were shown to the respondents: “If you answered “No” at the last question: Where do you used to buy wine?” and “If you answered “Yes” at the last question: “Why do you prefer to buy wine in an independent wine ship?” For both questions the respondents had the possibility to express themselves with an open-ended question.

Answers to the option “No” are:

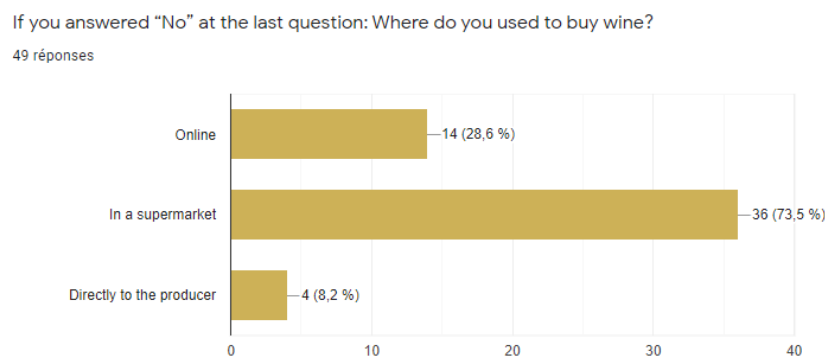


Figure 4 – Answers to the question “Where do you used to buy wine?”

The majority of the respondents answered “in a supermarket” at 73,5%. Then, as shown in the figure 4, for 28,6% of the answers wine is bought “online” and “directly to the producer” to 8,2%. No respondent express himself at the open question.

Answers to the option “Yes” are:

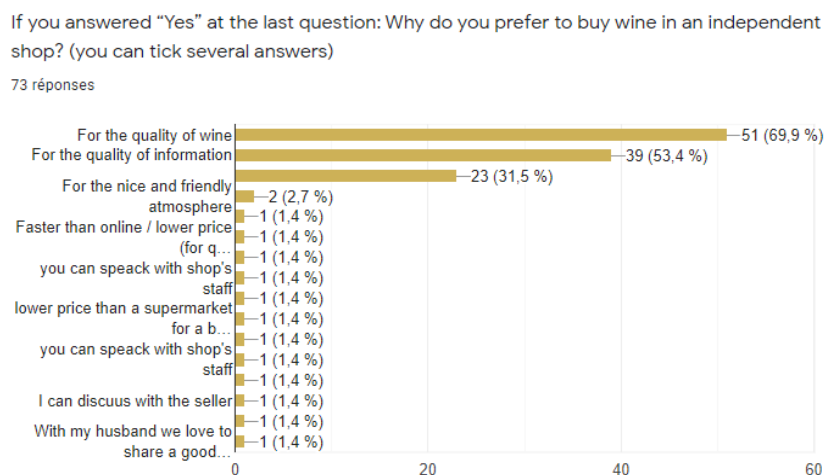


Figure 5 – Answers to the question “Why do you prefer to buy wine in an independent wine shop?”

To answer this question, the respondent could choose three suggested answers: “for the quality of wine”, “for the quality of information” and “for the proximity with the seller”. Then, customers had the option to answer with their own words for the answer “other”. From the biggest to the smallest one, the answers are: “for the quality of wine” 69,9%, “for the quality of information” 53,4% and “for the proximity with the seller” 31,5%. Regarding the answers for the option “other”, some answers have been gathered under the same labels, the most common answers are: “lower price than a supermarket for better quality”, “for the nice atmosphere of a shop” and “the advices the seller can give”.

Answers to the question “what is the most important for yourself when you buy wine?” are:



Figure 6 – Answers to the survey per the important factors when you buy wine

This last question was again an open-ended question. In fact, the respondent had the choice between nine given answers, which are: “the price of the bottle”, “the packaging”, “a large choice of wine”, “a small choice of wine”, “the quality of wine”, “the quality of information given by the seller”, “the proximity/exchange with the seller”, “the country of origin” and “The protected denomination of origin (AOC, AOP, IGP, DDCC, DDOC, ...)”. Regarding the answer, the three main important factors for the purchase of a bottle of wine are: “the quality of wine” 65,7%, “the price of the bottle” 63,7% and “the country of origin” 53,9%. Then, regarding the answers at the option “other”, some answers have been gathered under the same labels, the most common answers are: “for the localisation of the shop”, “the taste”, “they trust the seller for the choice of wine”.

3.3 Which marketing communication tools can be used by an independent company to attract customers?

The last step was carrying out interviews with people working in marketing and communication of an independent wine shop. Each interviewee answered by email. The interview is provided in [Appendix 3](#) and consisted of four mains questions. To present the results, each answer will be detailed in a table according to the respondents.

The first question asked was: Is it important for you to have a marketing strategy?

Wine shop interviewed	Main answers
Vinograph Wine Bar	<ul style="list-style-type: none">- "Yes, for sure"- Each year a strategy plan for activities and budgets are defined- The money is spread between different communication channels that will reach the right group of the costumers
Na Brehu Rhône	<ul style="list-style-type: none">- Yes- A marketing department was created to build the marketing strategy of the company- The marketing person is nowadays still present to put into action this strategy
Schody home bar	<ul style="list-style-type: none">- Yes- The company is rather new and do not have enough money to set up a marketing department- The company doesn't have funds allocated to the marketing

Table 3 - The importance of marketing strategy

For this question, interviewees unanimously agreed to say that it is important to have a marketing strategy within a company. For two of them, a marketing department was created in that mind and a budget is allocated to it. Regarding Schody home bar, which is a new company, it doesn't have enough funds at the present time, but has planned to create a marketing manager position as soon as possible.

The second question was: What are the marketing communication tools you use the most for your independent wine shop?

Wine shop interviewed	Main answers
Vinograph Wine Bar	<ul style="list-style-type: none"> - Newsletter for regular customers - Facebook, Google profile, Instagram - Posters, leaflets, blackboards in the bar
Na Brehu Rhône	<ul style="list-style-type: none"> - Website is the tool where the company allocate is biggest budget - Facebook, Instagram, TripAdvisor, Newsletter - Posters for events
Schody home bar	<ul style="list-style-type: none"> - Instagram is the marketing tool for which the company provides more time and aestheticism - Facebook, Newsletter - Article in magazine

Table 4 – Marketing tools

For this question, different answers were given but social networks as Facebook, Instagram and the Newsletter are recurring. It may be noted that for the same reason than at the first question, Schody home bar, doesn't have a website.

The third question was: If you had only one tool to recommend to an independent wine shop to implement into their marketing communication strategy, what would it be?

Wine shop interviewed	Main answers
Vinograph Wine Bar	<ul style="list-style-type: none"> - Probably Facebook - Customers communicate the most with the company via Facebook and email
Na Brehu Rhône	<ul style="list-style-type: none"> - Facebook - A good website
Schody home bar	<ul style="list-style-type: none"> - Facebook - Instagram

Table 5 – Marketing tool the most recommended

Facebook is the main answer for the third question. However, Na Brehu Rhône stated that, at the beginning of a company, it is useful to use Facebook as the main communication tool because it is free and also because it is the first step to create interaction with customers. However, it is also essential to own a good website to be accessible by everyone and to look more professional.

The last question was: Have you noticed that marketing communication tools helped you to get more customers and helped to retain customers?

Wine shop interviewed	Main answers
Vinograph Wine Bar	<ul style="list-style-type: none"> - Yes - “Even though the word of mouth is still one of the most important channels for us”
Na Brehu Rhône	<ul style="list-style-type: none"> - Yes
Schody home bar	<ul style="list-style-type: none"> - Yes - People ask questions on social media

Table 6 – Utility of marketing tools

For the last question, every interviewee noticed that marketing communication tools helped to get more customers and to retain them. Na brehu Rhône highlighted the fact that it is easy with Facebook to create a post which can be shared by many people and then to have a great visibility and build awareness. Also, it is with social media (Facebook, Instagram) that company creates the most interactions with customers. Finally, Vinograph Wine bar noticed that word of mouth can also be a communication tool.

4. Discussion of results

The objectives of this research were to find solutions for independent wine shops in Prague to increase sales through marketing strategy. For this, the idea was to first conduct a desk research to understand, via literature review, which marketing strategy can be adapted to customers. Then, the researcher wanted to find out who the customers buying wine in independent wine shops in Prague are. Interviews with professionals working in the marketing department of an independent wine shop in the city were settled to know which marketing communication tools can be used by a wine shop to attract customers.

In relation to the theoretical framework ([Chapter 1 – Introduction](#)) and the results ([Chapter 3 – Results](#)), keys terms have been identified. These are important to identify relating to the discussion.

Summary table of results:

See in sources	Code word	Frequency	Sub question relation
Viana (2016) Tomazic (2017) Dolan (2017)	Social media	24	One and Three
Galati (2017) Viana (2016)	Facebook	22	One and Three
Contò (2015) Viana (2016)	Instagram	13	One and Three
Contò (2015) Viana (2016)	Newsletter	10	One and Three

Table 7 – Keys words

With the table above, it is shown that four key words are mainly used in the [chapters 1 and 3](#). “Social media” is the first key word widely used, followed by “Facebook” and “Instagram” to illustrate it. This fact allows to highlight that social media should be adopted by each company in their strategy marketing to reach their customers. The most popular social medias are Facebook and Instagram. The interviews in the sub-question 3 support this idea. In fact, for the question “If you had only one tool to recommend to an independent wine shop to implement into their marketing communication strategy, what would it be?”, all the interviewees unanimously answered “Facebook” as inevitably the social media to use. Moreover, for the question “What are the marketing communication tools you use the most for your independent wine shop?” both Facebook and Instagram were mentioned by each of the interviewees.

A Newsletter is a marketing tool which is also highlighted many times in the two sections mentioned above. Indeed, this marketing tool was already mentioned in the introduction and was described by Viana (2016) as a useful tool “because it reaches the perfect audience and saves time and resources”. Moreover, Vinograph Wine Bar (one of the three wine shop interviewed),

certifies using it for its regular customers to keep them informed about the events, sales and new wines coming in the following month.

4.1 Which marketing strategy should be adapted to improve sales?

As explained in the [Chapter 2 – Materials and methods](#), the first sub-question was answered thanks to a collection of data through desk research. Data from desk research was retrieved from articles entitled “Digital wine marketing: Social media marketing for the wine industry” (Viana, 2016), “The Importance of Social Media from the Wine Marketing perspective” (Tomazic, 2017), “Innovative marketing behaviour determinants in wine SMEs” (Contò, 2015), “Succeeding on social media: Exploring communication strategies for wine marketing” (Dolan, 2017), “Consumer wine knowledge: components and segments” (Debbie Ellis, 2017) and “The importance of marketing segmentation” (Martin, 2011). The previous articles were announced in the [Chapter 2](#). However, the researcher found more literature reviews and has added them to its results part to underpin its research. These articles are “Millennial wine consumers: risk perception and information search” (Thomas Atkin, 2012), “Innovative marketing behaviour determinants in wine SMEs” (Contò, 2015) and “Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook” (Antonino Galati, 2017).

This first part has enabled to find out that according to the article by Natalia Andrade Viana (2016) that a new generation of wine consumers emerged: the millennials. This category gathers 2.5 billion people, who demand special attention to be targeted through social networks as individuals from this generation are the “digital natives” (Viana, 2016) and 90% of them use internet. It is important for the wine companies to create interaction with this generation to understand their needs. The article of Atkin (2012) allowed to underpin the previous article and to give a description of the Millennials. In fact, as shown in table 1 – Descriptions of the Millennials, and according to the two literature reviews, the generation can be described as: a large generation composed of people aged between 18.5 and 35 years old (an average age was calculated using data from the two articles), using internet and technologies in every aspect of their life, as 90% of them use internet, and whose in terms of wine consumption gives importance to quality factors, brands, prizes/competitions medal, image/design of labels, organic wines/environmental problems/health and price (Viana, 2016) (Thomas Atkin, 2012). Knowing that millennials are wine consumers can help wine shops to know how to target them. In fact, the best way to target them is throughout internet, moreover through social medias as Facebook and Instagram. Furthermore, publish on Facebook and/or Instagram won't be enough to target this generation. The posts will need to be attractive, and create interaction with this people, to pique their curiosity and give them the desire to buy bottles of wine and to visit the shop. However, the description of the millennials needs to be balanced as the researcher draws it on two articles. A further research on the subject could help to have a more precise definition and then, to better target the generation. Moreover, it is known how to target the millennials through Internet, but there must be precise hours to publish and have the most views. For example, the posts should be done during the lunch break, where students or even employees have time to be on their smartphones after a morning's work. The time between 5pm and 6pm is also a good time to publish, as it is almost the end of the day for everyone and people take time to relax before to get home and to fuss to other tasks. These two

articles point out that by analysing a target group and thus, by knowing it, a company can adapt its marketing strategy. This work needs to be done for every group that a wine shop could have. It won't be the same strategy to target the millennials than target the 36-45 years old.

It has been highlighted throughout the desk research, that social networks and marketing tools are, nowadays, crucial to sell products. An analysis of the results of the company's impact on its social networks, such as Facebook and Instagram, shows the effectiveness of a marketing strategy. Just identifying whether comments are positives or negatives on social networks posts is a good tool of analysis. Special tools and skills are needed to mine those data. Also, the analysis of the company's impact on social networks can allow, for example, to understand when the good time window is to publish a new post in order to affect a large number of people or to discover what kind of subject is the most interesting to subscribers. This analysis can also be useful to know who the target customers of the company are.

Understanding the usefulness of each different marketing tools or social media is precious to make better use of them. In the previous chapter, the table 2 - Different marketing tools and their convenience - gives an overview of four articles dealing of social media and the utility of social media for wine companies to reach the right customers and thus, to improve sales. Social medias allow to create interaction with customers, promote the brand, to collect knowledges on consumers preferences and "to create, customise and distribute advertising on product and services" (Dolan, 2017). All of these actions are accessible by companies at low prices, which benefits almost to small companies with a small budget dedicated to marketing (cf. point 3.3 case of Schody home bar). Understanding the usefulness of each different marketing tools or social media is precious to make better use of them but the tools are not all useful at the same scale. Indeed, Instagram is better known and widely used by the millennial's generation than the 36-45 years old group. In another hand, the 36-45 years old and 46-55 years old will be easier targeted through Facebook. To finish, it will be easier to target the +65 years old via a Newsletter sent by email or it could be also easier to text them on their phone. A research of studies analysing the utilisation of different social medias according to different age groups will complete this study and then help the wine shops to adapt the different marketing tools and social medias to different age groups. However, in a first step, the table 2 - Different marketing tools and their convenience - will help the wine shops to know the convenience of different marketing tools and to choose the one or those that will fit better to their company.

The article "Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook" (Antonino Galati, 2017) puts forward the social media Facebook. As shown in its article, Facebook is "the most established online social network registered in the first quarter of 2016 with more than 1.6billion active users which represents an average annual increase in users of 194.3% since 2008" (Antonino Galati, 2017). This study enables to underpin the point below, which is that except for the millennials, Facebook is the best social media to use to target as many people as it possible. Also, Antonio Galati conducted his study in 2017, since then the number of Facebook's users should have evolved again. Above all, this marketing tool is accessible by the companies for free, which means that companies don't have to invest money, as it is the case by creating a website, to improve sales.

The Newsletter is also named in two of the four articles analysed. This tool allows companies to have a database of current customers, to promote products, events and sales. Customers are

registered in the data base of the company which allows to build a good relationship with the customers. In fact, customers are included in the company by receiving an email each month. A Newsletter by post is unusual nowadays. Companies prefer to send Newsletters by email and thus save time and money. Where customers didn't think to go to the shop to be aware of the promotion of the moment or the news arrivals of products, or didn't see the information on social medias, the Newsletter is a personal email to inform them and thus, to maybe generate a future purchase. It is often eagerly expected at the beginning of the month by customers.

So far, these tools were named in the [Chapter 1 – Introduction](#) though the articles of Tomazic (2017) and Viana (2016). However, the articles of Galati (2017), Conto (2015) and Dolan (2017) underpin the fact that different social media exist to help wine companies in their marketing to improves sales.

Another finding in this sub-question points out the marketing segmentation as a tool to help companies to reach the right customers according to Gillian Martin (2011), *“the rationale behind marketing segmentation is to allow businesses to focus on their consumers’ behaviours and purchasing patterns. If done effectively, marketing segmentation allows an organization to achieve its highest return on investment (ROI) in turn for its marketing and sales expenses. If an organization markets its products or services to a consumer or business, it should focus on the various types of segmentation. Kotler (2010) describes segmentation as the classification of consumers within a market that share related needs and establish related purchasing behavioural habits.”* (Martin, 2011). Also, as described in the [Chapter – 1 Introduction](#), the 4Ps, composed by four variants (Product, Price, Place and Promotion) constitutes the traditional theoretical framework to set up the first phase of the marketing strategy process (Festa, 2016). This truth is underpinned by the article “Consumer wine knowledge: components and segments” (Debbie Ellis, 2017), which demonstrates the importance of marketing segmentation to understand, analyse and develop marketing strategy. The author doesn't focus its marketing segmentation on the model 4Ps but found out four different types of wine consumers: neophytes, snobs, modests and experts. Each of these four types of consumers need a proper marketing strategy to reach them. In fact, it is the goal of each company to find out by which types of consumers are their customers and thus, the company will be able to adapt its own strategy in order to improve sales.

The researcher of the thesis was expected in the desk research to find articles on marketing segmentation, as already seen in the Introduction. Within the three previous articles dealing with marketing segmentation, the researcher can underpin the fact that it is a crucial tool for companies because it allows to know and understand its customers. Marketing segmentation demands marketing knowledges and time to be set up. Nevertheless, it allows to save money and time and allows to have a good marketing strategy as soon as company start its business. In fact, if companies are rigorous with this theoretical framework, their strategy will be focused on the right customers. In that way companies won't lose time and money being focused on the wrong purpose. Over time, the marketing strategy might need some adjustments. However, this is not accessible by everyone and needs to be done by a professional in strategy marketing. But it is relevant that, through this study, the owners of wine shops become aware of the importance to integrate a marketing department to its company to target the right customers through a strategy to improve their sales.

Some limitations to the research related to this sub-question can be pointed out. In fact, desk research was rich of literature about marketing tools, the use of social networks and marketing segmentation. However, it made it difficult for the researcher to find recent studies/articles about wine consumption habits in the Czech Republic and more over in Prague. It could have been relevant to make a part of this desk research in the Czech language, to gather more information. However, the researcher has very little Czech language skills.

4.2 Who is buying wine in an independent shop in Prague?

The second sub-question was answered thanks to a survey which was distributed in three independent wine shops located in Prague.

The main findings of this sub-question are about the customers profile of independent wine shops in Prague. In fact, regarding the results of the survey in 3.2, men (55,9%) buy more wine in wine shops. This could be explained by the fact that, still nowadays, women go to the supermarket shopping to feed the household instead of men. Which could explain why men find more time to go to specialised shops. Nevertheless, this needs to be balanced and a lack of data on the subject cannot allow to define this finding as truth. More specific questions could have been able to fill this gap.

Two age groups answered the most at the survey: the 26-35 years old and 36-45 years old. This result can be linked with the fact that 66.7% of the respondents were workers. Suppositions could be done in the way that people who buy wine in specialised shops have more money, and then authorize themselves to put more money in wine purchases. To answer this supposition, a question more specific about the budget allocated to the purchase of a bottle of wine would have been relevant. It may also be noticed that the age group of 26-35 years old can be linked to the millennials describe in the article “Digital wine marketing: Social media marketing for the wine industry” (Viana, 2016) and in the article of Atkin (2012) “Millennial wine consumers: Risk perception and information search”. In that way and through this study, companies can target its customers and adapt its marketing strategy by using the description of this generation in both Chapter 3 and Chapter 4, by always having in mind that this description is done on two studies and that a further research on the millennials in Prague could help to complete this description. The researcher didn’t focus its desk research on the age group 36-45 years old. However, it could have been interesting to have a profile of this generation, as it is one of the two age group buying wine in independent wine shops in Prague according to the results of the survey, to help wine shops to develop a strategy for them.

For the fourth question, 59,8% of the respondents consider themselves as “amateur” of wine. Amateurs of wine could be defined as someone who is interested in wine, loves wine and has knowledge about wines. This could be linked with the fact that men are going to wine shop more often than women (cf result of the question 1 of the survey). Indeed, the wine sector has been for a long time considered as an exclusively masculine sector, and even if today the trend starts to be reversed, is it still relevant. However, this needs to be balanced and a lack of data on the subject cannot allowed the researcher to define this finding as truth. Desk research linking wine sector and gender could have been bridging the lack of knowledges about the subject. However,

the terms used in the question four of the survey (see figure 1 below) could be used by the wine shop as variants in the marketing strategy. These segments can be linked with the four different types of wine consumers described in the study of Ellis (2017): neophytes, snobs, modests and experts. Thus, a company can use a questionnaire to know its customers and start to perceive the segments it will use for its marketing strategy.

In terms of wine, do you consider yourself as: *

☐ Neophyte

☐ Amateur

☐ Expert

Figure 7 – Question 4th of the survey

For the question “Do you used to buy wine in an independent wine shop?”, 61,8% answered “Yes”. For the quality of wine at 69,9%, for the quality of information at 53,4% and for the proximity with the seller at 31,5%. On the other hand, 73,5% which responded “No” at the previous question, buy wine at supermarket. For this question, it might be considered that, for 61,8% of the respondents, independent wine shops are known to have a better quality of wine than can be found in supermarkets. This can be explained by the fact that, generally, wines in independent wine shop are carefully selected by the manager of the shop. Wines are tasted and a relationship is created between the wine shop and producers. Thus, more specific information about producer’s history, winemaking, terroir on which are grown the grapes, are exchanged and then used by the seller to inform customers during a purchase. Whereas in a supermarket, as a wide range of wines is exposed, it is not possible of the manager to know each wine, to taste them and to know about the characteristics. Moreover, always considered by the 61,8% of the respondents, it is easier to ask for information or question the seller when being in a wine shop. This might be explained by the fact that wine shops are much smaller than supermarkets and thus sellers are accessible. In a supermarket, it is unusual to find an employee in the wine area intentionally there to answer customers questions about wine.

Finally, the most important factors which determine the purchase of a bottle of wine are the quality of wine (65,7%), the price (63,7%) and the country of origin of the wine (53,9%). The quality of wine could be linked to the age group of 36-45 years old (question 2 of the survey) in the way that this group is composed in large majority by workers, which owns more money than the others age groups. Once again, as the researcher didn’t focus its desk research on the age group 36-45 years old, this belief cannot be considered as a truth. However, 63,5% of the respondents determine the purchase of a bottle of wine by the price. The result can be view in parallel with the generation of millennials which puts emphasis on the price of a bottle (Viana, 2016).

Despite a short timing to provide the surveys, 100 of customers were targeted by the questionnaire. Although, the number of answers did not reach the number that was foreseen in

the methodology which was a hundred of surveys per shop, i.e a total number of 300 surveys were expected, the sample of 102 people gives a good overview of a customer's profile. This number of answers allowed the researcher to make correct estimates and representatives of the reality. Perhaps, the questionnaire could have been presented to the customers over a longer period in order to obtain more answers and, thus, to target more insights to set up a better profile of the customers. Moreover, the period during which the surveys have been present to the customers was not the best period. In fact, the questionnaires were provided to the shop between the 10th and 20th of December which corresponds to the Christmas period. It can be imagined either managers of shop or customers didn't give an all attention to the surveys. Managers have a lot of work within this period, especially in food and wine shop, as the end of years celebrations are approaching and that customers need to make purchases for the end of the year celebrations or to make a Christmas present. On another hand, customers are in a hurry and stressed during this period because of all the purchase planned before the end of the month.

Also, the surveys have been distributed in three shops owned by the same business owner. These shops are independent wine shops specialised in French wines. This point may have skewed the results and the overall trend of the customers profile sought in the sense that we might be thought that a profile of customers obtained is the profile of customers looking for French wine in Prague. However, this report could be used by a French importer of wine in Prague to have more knowledge about the customers interested in French wines. Otherwise, it could be used as a beginning to have a general vision of who the buyers are. More surveys must be provided to others independent wine shop specialised in Spanish wines, Italian wines, Czech wines ... to then provide a global vision of who the buyers of wines in independent wine shops in Prague are.

Moreover, it would have been relevant to submit the survey in Czech language, as English is not the mother tongue. In that way, the researcher could have been expected more answers. To finish with this sub-question and in order to have more answers to the survey, an online questionnaire posted on social media could have been another idea.

4.3 Which marketing communication tools can be used by an independent company to attract customers?

The last sub-question was answered through an interview with professional marketing professionals who work in an independent wine shop in Prague.

One of the most important finding of the third sub-question, is that for each interviewee it is important to have a marketing strategy to target the right customers. Some of them establish a yearly strategic plan where activities and budgets are defined. One of the interviewees highlights the fact that owning a marketing department, or a marketing person costs money, and it is not possible for a recent company. This finding can be linked to the article "Digital wine marketing: Social media marketing for the wine industry" (Viana, 2016), the author points out that companies must set up a social media marketing concept to reach their goals and to reach the right group of customers. It also can be linked with the discussion on the marketing segmentation in part [4.1 How a marketing strategy can be adapted to customers](#) and underpin by the same articles, namely "Consumer wine knowledge: components and segments" (Debbie Ellis, 2017), "The importance

of marketing segmentation” (Martin, 2011) and “The (r)evolution of wine marketing mix” (Festa, 2016).

The second finding is that each company interviewed uses social media like Facebook, Instagram and the marketing tool which is a Newsletter. Not all, but some use also marketing tools as the website TripAdvisor, posters to announce an event and article in magazines to get people talking about them. As above, these results can be linked with the results of the desk research and more specifically with the article by Conto (2015) which mentions that social media allows to create interaction between companies and customers and thus to attract them. Also, in the Chapter 3, each of these social medias and marketing tools are described through the table 2, which means that the finding in the literature reviews fit with the reality. Moreover, as each interviewee uses social medias in their marketing strategy, the new generations of customers called “the millennials” (Viana, 2016), which is the first group age to buy wine in shops, is reached. This highlight, one more time, the relevance in using social medias for the marketing strategy. As shown in Table 5 – Marketing tool the most recommended, each of the three interviewees use Facebook as social media, which is a good strategy as described Galati (2017) in its article. Moreover, in the part 4.1 it is shown that the generations after the millennials will be more easily reach via Facebook, than another social media. It should also be a reminder that social media is good for the fact that it involves low cost. This is a good point for small companies which don’t own budget for their marketing strategy, as it is the case for the company Schody home bar, which is a young company. Finally, it is becoming apparent that indeed marketing tools help companies to attract customers. Especially, the social media Facebook with the possibility to share a company’s posts widely, which allows them to gain visibility. However as explain earlier in this essay, to make a good use of Facebook or any other social media, a study on the best time to post on social medias to be the more viewable by customers.

Due to a short timing, the researcher had only ten days to go through the interviews. Moreover, because it has been submitted during the month of December, therefore during the month of the end of year celebrations which brings a lot of people in the shops, the three interviewees weren’t available for a direct interview. However, a direct interview would have allowed more exchange between the researcher and the interviewee and thus, would have provided more information about their marketing communication tools to attract customers and increase their loyalty. Once again, due to a short timing and as already mentioned in the methodology and materials part, the number of interviews is maybe relatively poor to expect specific and detailed results. To conclude, although few in number, the interviewees which were chosen were a good choice because of their popularity in Prague and work well.

The limitations of the research are mainly the number of participants to the survey and to the professional interviews. Indeed, the results allow the researcher to provide a general profile of customers of independent wine shops in Prague as 102 answers have been analysed. However, due to the nature of different companies, visions, and the competitive strategy, it is important to evaluate those aspects of each company before generalizing the customers profile. By providing the survey in more wine shops, specialised in different types of wines (Czech wines, Italian wines, Spanish wines, South African wines, ...) and not only specialised in French wines, a global profile of customers could have been defined. The same observation can be done regarding the interviews. Indeed, three interviews have been conducted and analysed, which is a good number

to have an overview of marketing strategy used by a wine shops and marketing tools adapted. However, more interviews could enable a discovery of a specific marketing strategy to adapt to some customer groups. Also, to have more chances in getting more answers to the surveys and to find more professionals available to answer to the interview, another period should be choose, excluding Christmas holidays, as well as a longer time to provide the surveys and interviews i.e more than 10 days, favouring a period of a trimester of example.

To conclude this chapter, companies can use this research to understand the importance to have a marketing strategy to improve sales and thus companies can use it to set it up. Indeed, through marketing strategy, companies reach more customers and thus, make more sales. Different marketing tools and their convenience are described in the report, three professionals of marketing give their experiences about marketing strategy, marketing mix is explained as a theoretical framework to understand their customers. By taking in account all the information provided in the report, companies have the keys to develop their marketing strategy, or even to create it if no marketing strategy is already existing within the company. However, the best way to create a marketing strategy as fast as possible is to employ a marketing person. Unfortunately, as seen with the company Schody Home Bar, every company does not have the budget to create a specific post of marketing at the beginning of their company, in that way the company can take advantage of this report.

5. Conclusion and recommendations

Nowadays wine is a luxury product that contains identity. In Europe, wine is an important part of the European economy. Wine production in the EU countries represents approximately 61% of the total world production. France, Italy and Spain produce 83% of the wine from the European origin (Vin et société, 2018).

The wine industry in Czech Republic is a main economic sector, which is especially verified since the country entered the European Union in 2004. Moreover, the Czech Republic has a strategic logistic position for export to Central and Eastern Europe. The Czech Republic has the widest network of hypermarkets and supermarkets in Europe (Export Entreprises SA, 2019). Retail distribution gets 75% of the market in 2018 (Export Entreprises SA, 2019). Supermarkets, hypermarkets and discounters are the main distribution channels and sell wine in large quantity at low prices (Export Entreprises SA, 2019). Independent wine shops sell wines of quality and represent 10% of the market. Today there are more than one thousands specialised shops in Czech Republic that range from large to smaller family companies (Export Entreprises SA, 2019). Independent wine shop is the smallest distribution channel for wine in Czech Republic, but this channel is in constant development within the Czech Republic and Europe. In fact, the growth of HORECA (café-hotels-restaurants network) might reach 2.8% between 2018 and 2022, where the growth of the retail might reach 3,5% (Export Entreprises SA, 2019).

Wine trade is a challenge today with global, national and local competition, in result of the different wine regions, different appellations and different producers. Differentiation is an important part of wine companies that want to sell wines and reach consumers. It can be through different packaging, designed labels of wine, social network activities, website, communication, events ... This is what is called Marketing. Independent wine shops in Prague might need Marketing to make differentiation with rivals as 10% of the wine market belongs to this category. For this reason, this research paper aimed at answering: How can a marketing strategy help an independent wine shop in Prague to improve sales? The global objectives of this paper were divided into three sub-questions to find out which strategy marketing should be adapted to improve sales, to discover the profile(s) of customers of independent wine shops in Prague and to highlight which marketing communications tools can be used to attract customers.

To adopt a marketing strategy for independent wine shops in Prague in order to develop sales, companies have to mainly focus on their marketing segmentation, which allows to know their customers. After this in-depth research, customers can be reached through social networks like Facebook, Instagram, Twitter and through online tools as a Website and Newsletter.

Regarding the profile of independent wine shops customers in Prague, they are mainly men with an average age situated between 26 and 45 years old. Customers qualified themselves as “amateur” of wine, which means that customers are interested by the world of wine, love wine and has knowledge about wine. They are used to go to this kind of shops for the quality of wine, the quality of information and the proximity with the seller. The main factors which determine their purchase are the quality of wine, the price of the bottle and the country of origin of the wine.

Marketing communication tools are diverse, but if only one kind of tools should be adopted by wine companies in order to attract customers, these are social media networks (Facebook and Instagram). In fact, nowadays the world population is about 7 billion people among which 42% are using internet daily and 1,75 billion people use social networks through their smart phones. Moreover, social medias can be used entailing low cost for companies. The mains goals of social medias are to create interaction with customers, promote the products, the events and sales and have a high visibility online.

To improve sales of an independent wine shop in Prague through its own marketing strategy, it is primordial for companies to know their customers. Marketing segmentation is the key to reach it. It will allow wine shops to have an overview of their customers. From there onwards, companies can build up their own marketing strategy with the most adequate tools of marketing and communication at their disposal. Results achieve the objective predetermined at the beginning of the research in [Chapter 2](#). In fact, main elements were retrieved and will be useful for independent wine shops to improve their sales with a good marketing strategy. Indeed, wine shops are now provided with customer profiles, the advantage of having a marketing strategy and different marketing communication tools that can be applied to set it up.

To further complement this research paper, it could be interesting to further the profile of independent wine shop customers with a more specific survey. Moreover, it could be interesting to have an explanation on how to go through marketing segmentation, particularly with the 4Ps model.

Following this research, the recommendations are:

Independent wine shops in Prague should know the customer profiles in order to improve their sales. To avoid losing time and money by targeting the wrong customers, a marketing segmentation should be adopted by the company. Marketing segmentation allows company to have an overview on the segmentation of its customers into homogenous groups. In fact, each group reacts differently, for example, faced with promotion, communication and pricing. By knowing their different groups of customers, companies can then adapt the marketing strategy to reach each group and thus, to improve their sales. Marketing segmentation should be the first step to do when opening a shop. However, this exercise is not easy for everyone, then at short-term a professional of marketing could be employed just for this period. The owner can contact an external provider and if this action is too expensive for the company, the owner can contact others wine shops to discuss with them. In the first instance, perhaps the company contacted will be able to share some tips, or in a second phase by sharing their experiences, the companies will realize that they face similar problems and then should share the cost of employing an external provider in marketing to define their customers profile. As a long-term recommendation and after some months of experiences of the wine shop, employees are able to differentiate each group of customers they have. Therefore, the wine shop has to adapt its communication and marketing strategy to each group. For example, Millennials will be reach through Instagram, although people between 36 and 65 years old will be reach through Facebook and people ageing over 65 years old will be reach by Newsletter and/or text. Publications for Millennials will be more worked, that is, with aestheticism, beautiful and attractive pictures, text with open-ended question, price

competitions to win bottles of wine or discounts, whereas publications for people between 45 and 65 years old will be more concise.

Independent wine shops, in order to implement an efficient communication, should be aware of each tool offered by digital marketing and should know each of their features. In that way, companies will understand that though a Newsletter they don't favour interaction with customers. In fact, with a Newsletter, customers get an overview of what is happening during a month in the shop, and discover future events, promotions and arrival of new products. If companies want to create interaction with customers, and engage customers in their business, they should use digital marketing tools as Facebook and Instagram. Moreover, if the company is rather new and doesn't have enough money to develop a strong marketing strategy, the use of social networks, at the beginning, is a good choice because these are accessible by everyone for a low cost. Later, as a long-term recommendation, and when the company will earn more money, it could think about creating new marketing tools, as Website, which demands a much more consistent financial participation. However, a Website is useful because it gives more relevance and professionalism to a company. Moreover, if and when the company will have enough money, it will be relevant to create a marketing department. In fact, marketing is a profession in itself and requests knowledges on the subject. More the company will develop itself and more it will have customers, more the creation of a Marketing department will appear as an evidence.

Moreover, still in order to have an efficient communication, companies should analyse their social media performance and results. In fact, an analysis of the results of the impact of the company on its social networks, such as Facebook and Instagram, shows the effectiveness of a marketing communication strategy. By just identifying whether comments are positives or negatives on social networks is a good tool of analyse. Also, the analyse of the impact of the company on social networks can allow, for example, to understand when the good time window is for the company to publish in order to have a high visibility. Often, this time window is when customers have a break during their day to go on social network, that is during lunch break, snack break and the evening after work. The analyse also allows to know who the target customers of the company are. If the company doesn't have the time to analyse its social media activity, at the same time that the company require the services of a Marketing professional to define its customers profile, the company could also ask for an analyse of the use of its social medias.

Companies can plan ahead over the next 6 months regarding their marketing strategy, to take advantage of social media and develop a plan to determine the audience, frequency of online interaction, contents and approach. By creating this strategy, companies have an overview of the work they have to do for the upcoming months. In this sense, they will have an efficient communication and could take more time to well discuss the next events, sales or reduction, and thus, to devote more time on the aestheticism and contents of their post to target a large number of customers.

Also, throughout this essay it was all about reaching customers via social networks or marketing tools, and it has been shown the importance of that to improve sales but the owner of wine shop doesn't have to forget another important things: physical meetings with customers. Indeed, the first step is to be known via social networks, create an Instagram and Facebook profile, but after it is important to suggest events in the wine shop. The sector of wine is a sector where it is easy

to create networking because people are gathered around a same interest: wine. Also, the wine is a product that should be taste and appreciate before a purchase, or a product that could be share around some tapas with friends, etc ... and obviously this is not possible through internet. So, wine shops need to create events in their shop, by communicating on social networks, to attract people's curiosity to taste a new location where they can meet with friends after work, or where they can discover new wines. As events, the wine shop could also suggest its location to other companies to have work meeting. For example, the wine shops rent a part of its shop for a work meeting and at the end of the meeting suggest some tapas pairing with some bottles of wine. The idea is that new people can discover the wine shops and try at the same time wines available in their shop. After that, if people are seduced by the location, they will make purchase and come back. Another idea is to go to a company to participate to an event. For example, to go to a dinner of end of year in a company of automotive company to make discover several wines during the dinner. Indeed, as seen with the survey of this essay, customers of wine shops are mostly man (at 55,9%) ageing between 26 and 45 years old and automotive companies are often compound by male employees. In another hand, to touch another category, for example the women, the wine shops could suggest workshops to learn how to pair wine with chocolates. Workshops as "Learn how to taste wine" or "Discover the wines of South-West of France" could also be suggest.

Finally, as seen in the [Chapter 4](#), this report provides a good overview of wine consumers of independent wine shops in Prague. However, due to the nature of different companies, visions, and the competitive strategy, it is important to evaluate those aspects of each company before generalizing the customers profile. Moreover, this report could be especially used by French importers of wine in Prague to have more knowledges on the customers interesting by French wines. Otherwise, it could be used as a beginning to have a general vision of who the buyers are. More surveys must be provided to others independent wine shop specialised in Spanish wines, Italian wines, Czech wines ... to then provide a global vision of who the buyers of wines in independent wine shops in Prague are.

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Appendix 1 – Survey for consumers

1. What is your sex?
 - ☐ Female
 - ☐ Male

2. What is your age?
 - ☐ 18-25
 - ☐ 26-35
 - ☐ 36-45
 - ☐ 46-55
 - ☐ 56-65
 - ☐ +65

3. What is your professional situation?
 - ☐ Student
 - ☐ Worker
 - ☐ Unemployed
 - ☐ Retired

4. In terms of wine, do you consider yourself as:
 - ☐ Neophyte
 - ☐ Amateur
 - ☐ Expert

5. Do you used to buy your wine in an independent wine shop?
 - ☐ No
 - ☐ Yes

6. If you answered “No” at the fourth question: Where do you used to buy your wine?
 - ☐ Online
 - ☐ In a supermarket
 - ☐ Directly to a producer

7. If you answered “Yes” at the fourth question: Why do you prefer to buy your wine in an independent shop? (you can tick several answers)
 - ☐ For the quality of wine
 - ☐ For the quality of information
 - ☐ For the proximity with the seller

- Other:

.....
.....

8. What is the most important for yourself when you buy wine? (you can tick several answers)

- The price of the bottle
- The packaging features
- A large choice of wine
- A small choice of wine
- The quality of wine
- The quality of information given by the seller
- The proximity/exchange with the seller
- The country of origin
- The protected denomination of origin (AOP, AOC, IGP)
- Other:

.....
.....

Appendix 2 – Interview contact details

- Na Brehu Rhôny

Website: <https://www.nabrehurhony.cz/>

Facebook: <https://www.facebook.com/NaBrehuRhony>

Instagram: <https://www.instagram.com/nabrehurhony.official/>

Email: info@pasapas.cz

Phone:

- Vinograf Wine Bar

Website: <https://vinograf.cz/>

Facebook: <https://www.facebook.com/vinograf>

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Appendix 3 – Interview for Professional

We are going to talk about independent wine shop and their marketing strategy. My thesis is about *“How can marketing strategy help an independent wine shop in Prague to increase sales?”* This will consist in a discussion which will be semi-structured by these questions.

1. Is it important for you to have a marketing strategy?
2. What are the marketing communication tools you use the most for you independent wine shop?
3. If you had only one tool to recommend to an independent wine shop to implement into their marketing communication strategy, what would it be?
4. Have you noticed that marketing communication tool helped you to get more customers and helped to retain customers?

Appendix 4 – Marketing Mix: 4Ps and 4Cs

