Strengths

- Wolf Mountain Vineyards began as a local winery, but over a course of a few years, the winery has received national attention by receiving more than 100 medals in major U.S. competitions. This has caused Wolf Mountain to establish itself as a leader in fine wine production on the East Coast (Wolf Mountain Vineyards & Winery, 2011). This is a strength because Wolf Mountain Vineyards has consumers and name recognition across the nation.

- Aside from producing fine wines, Wolf Mountain Vineyards also hosts vineyard weddings, corporate events, winery tours and tastings and gourmet meals (Wolf Mountain Vineyards & Winery, 2011). This is a strength because the location offers something for everyone, even those who do not particularly enjoy wine.

- Wolf Mountain Vineyard owner E. Karl Boegner has more than 40 years experience in the hospitality industry (Wolf Mountain Vineyards & Winery, 2011). This is a strength because the owner knows the type of services and care required to effectively meet the needs of its publics.

- Wolf Mountain Vineyards hosts periodic special events. The upcoming special event is the Valentine Gourmet Brunch and Valentine Gourmet Dinner, both have been sold out for about a month (Wolf Mountain Vineyards & Winery, 2011). This is a strength because it keeps the public engaged and excited about events happening at the vineyard.

- There are a few local wineries in the region of North Georgia. This is a strength because this could cause the Georgia wine scene to move from a regional to national, and maybe international level.

Weaknesses

- Wolf Mountain Vineyards does not offer overnight accommodations (Wolf Mountain Vineyards & Winery, 2011). This is a weakness because with the various events that the location holds, especially with alcohol being involved, people may be deterred from visiting the vineyard.

- Because Wolf Mountain Vineyards is a “small boutique winery,” they can only produce a limited amount of wine a year (Wolf Mountain Vineyards & Winery, 2011). This is a weakness because they may not always be able to meet the needs or wants of their consumer.
• Wolf Mountain Vineyards is only able to produce a generally small supply every season (Wolf Mountain Vineyards & Winery, 2011). This is a weakness because they would not be able to supply their product to large retailers and restaurants.

• When the winery has a bad season for growing grapes, they will sometimes have to get the fruit from other states (Georgia Wine, American Wine, 2013). This is a weakness because it would lose its appeal of being 100 percent locally produced and the business is forced to spend a lot of money buying the fruit from other sources.

• Georgia is not known from around the world as a fine wine producer, such as Napa Valley or Italy (Georgia Wine, American Wine, 2013). This is a weakness because Wolf Mountain wines may not get the same global recognition as different wineries located in wine-producing regions do.

**Opportunities**

• Although Wolf Mountain Vineyards has social media sites like Facebook and Twitter, they do not update them as often as they should (Wolf Mountain Vineyards & Winery, 2011). There are also many different social media outlets such as YouTube, Google+ and blogs that they could utilize. This means that there is an opportunity for more exposure and connections with their consumers and winemaking community.

• Wolf Mountain Vineyards currently produces 15 types of wine (Wolf Mountain Vineyards & Winery, 2011). This is an opportunity since there are so many different types of wine. They could potentially ask consumers what type of wine they would like the vineyard to produce.

• Because Wolf Mountain Vineyards has held numerous events, there is an opportunity for event attendees and planners to serve as word-of-mouth promoters if asked to do so.

• Since Wolf Mountain Vineyards is a local company, they could be involved in some philanthropic work or charity event for the community. This means that there is a unique opportunity for the winery to tap into their local community, giving them more exposure.

• Wolf Mountain Vineyards produces 5,000 cases of wine annually and has a wine tasting room on site (Wolf Mountain Vineyards & Winery, 2011). This provides a unique opportunity for a gift shop on the property. Wine-related accessories such as corkscrews, wine glasses and wine aerators could be sold, giving more exposure to the business and possibly more clientele. These items could additionally be sold in their online store.
Threats

- In 2012, there were 7,116 U.S. wineries (Fisher, 2012). These wineries pose a potential threat because they may lure customers away from Wolf Mountain Vineyards.

- Wolf Mountain Vineyards is closed from Dec. 23 to Feb. 14 (Wolf Mountain Vineyards & Winery, 2011). This is a threat because customers could lose interest in the business during this time.

- If Georgia does not have dry, hot summers, then grapes will not be able to grow and therefore, Wolf Mountain Vineyards will not be able to produce wine (Georgia Wine, American Wine, 2013). This is a huge threat because if the vineyard does not produce wine, then they will not be making money or a product to supply to consumers.

- There are numerous local vineyards and wineries in the region of North Georgia. This is a threat because Wolf Mountain Vineyards needs to ensure that their product and event sites are superior to those of their competitors.

- Wolf Mountain Vineyards is a family-owned and operated business (Wolf Mountain Vineyards & Winery, 2011). This is a threat because the family members may not be the most experienced people to hold positions within the company.
References

