

PRESENTING A BEGINNING ENTREPRENEUR

Lindmayer Borfészek

YEEF 2013, Hungarian Group

Introduction

What is it like to be a young winemaker in Hungary nowadays?

Introduction

What is it like to be a young winemaker in Hungary nowadays?

usually get started after 2000

Introduction

What is it like to be a young winemaker in Hungary nowadays?

two generations handicap to Westerns

Introduction

What is it like to be a young winemaker in Hungary nowadays?

costly: contests

Introduction

What is it like to be a young winemaker in Hungary nowadays?

costly:

events

Introduction

What is it like to be a young winemaker in Hungary nowadays?

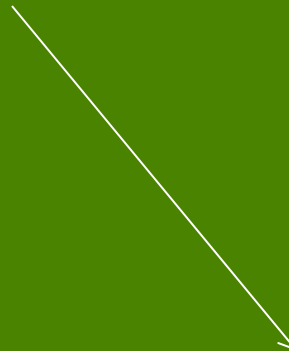
costly:

premieres

Introduction

What is it like to be a young winemaker in Hungary nowadays?

costly:



EU competitions to help

some conditions: eg. two-year old enterprise

Introduction

What is it like to be a young winemaker in Hungary nowadays?

it's hard to make a living

Introduction

What is it like to be a young winemaker in Hungary nowadays?

BUT!

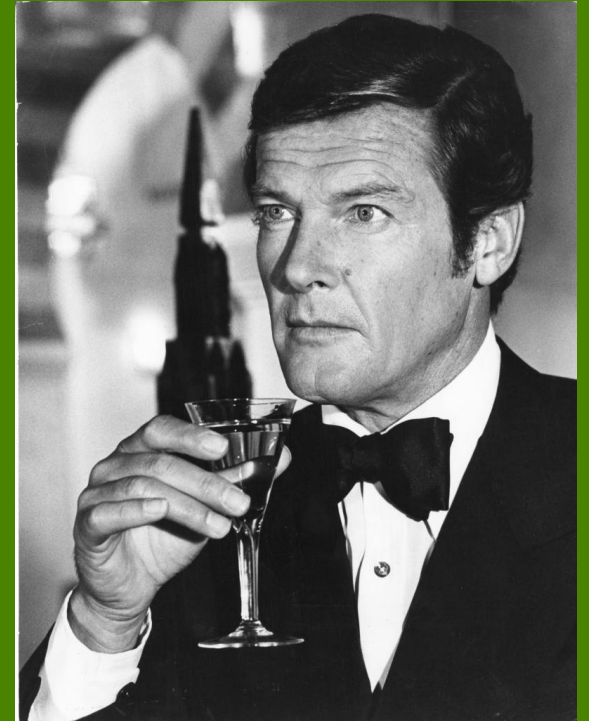
Introduction

What is it like to be a young winemaker in Hungary nowadays?

fresh approach

Introduction

What is it like to be a young winemaker in Hungary nowadays?



creativity, originality and humour

Introduction

What is it like to be a young winemaker in Hungary nowadays?

AND!

Introduction

What is it like to be a young winemaker in Hungary nowadays?



JUNIBOR – organisation founded after the death of a famous winemaker from Eger

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What is it like to be a young winemaker in Hungary nowadays?



JUNIBOR – its aim is to connect young winemakers, help to adapt technologies

Introduction

What is it like to be a young winemaker in Hungary nowadays?



JUNIBOR – plus to organise wine tastings and events (eg. in Etyek)



Lindmayer Borfészek



Interview

In 3...



Sequence 01_2.mp4

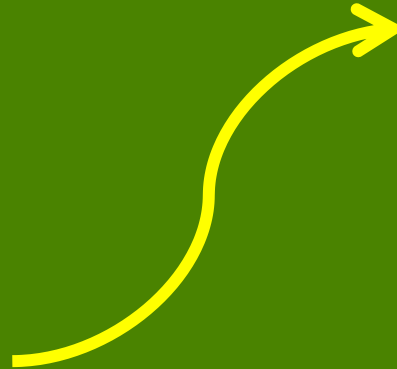
History

2000 – purchase of the 14 ha vineyard

2011 – getting started

2007 – the first harvest

2012 – first won competitions; has wine in hypermarkets



So why the wine...?



So why the wine...?

interest in it

So why the wine...?

family past

So why the wine...?

university and college studies

So why the wine...?

AND OF COURSE THE BUSINESS!

So why the wine...?

luxury goods – easier to sell

Customers

Customer Segments

Channels

Customer Relationships

Revenue Streams

Cost Channels

Key Resources

Key Activities

Key Partners

Value Proposition

Business Model

Revenue Model

Cost Model

Profit Model

Loss Model

Break-Even Model

Market Entry Model

Exit Model

Investment Model

Exit Strategy

Business Plan

Financial Model

Marketing Model

Operational Model

Human Resources Model

Legal Model

Technology Model

Environmental Model

Social Model

Economic Model

Customers

younger people, mostly women



Customers



his wines are lighter, elegant

Customers



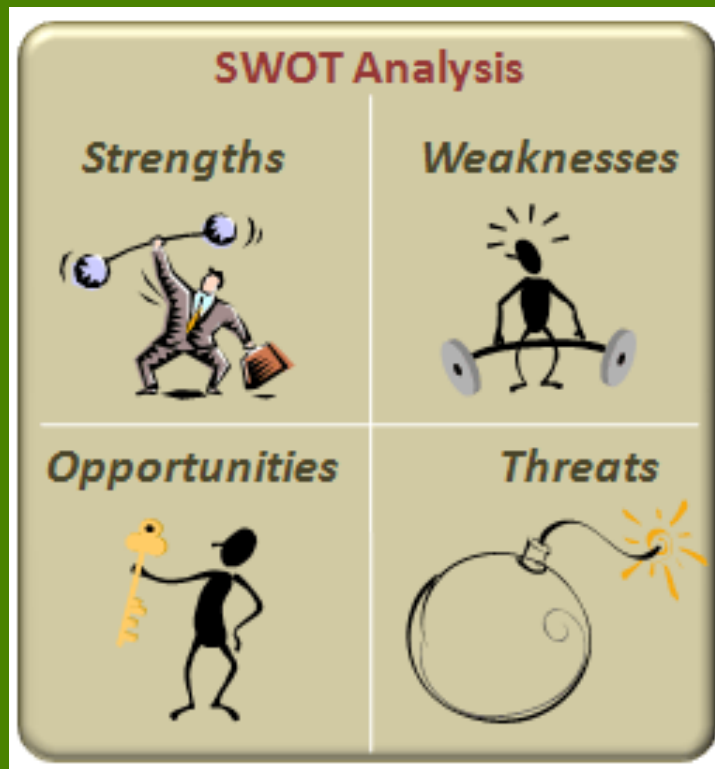
Sleeping Beauty – rosé Snow White – white wine Little Red Riding Hood – red wine

wine names, labels

Competitors

not the Hungarian but the good and cheaper foreign wines (eg.: Italy is near)
the Hungarians cooperate because their interest is to be stronger

Let's SWOT



Let's SWOT

STRENGTHS

target customers found
no need for selling all the wine
studies: agricultural economics

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WEAKNESSES

only three types of wine
same price (1000 HUF~3,27 €)
few selling places

Let's SWOT

OPPORTUNITIES

grapes excess

so he could expand

he has the opportunity to work with other winemakers

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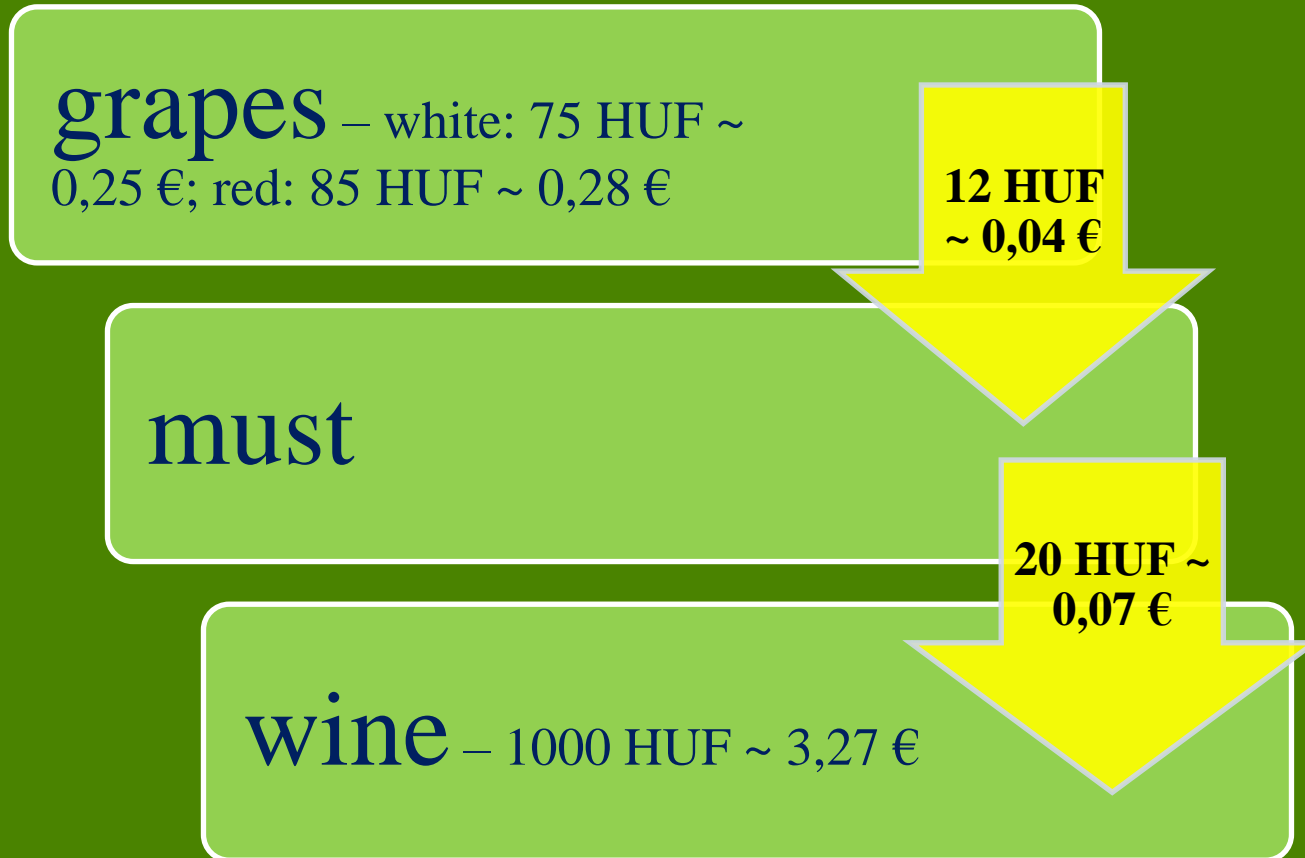
THREATS

strong foreign competition

cheap quality wines

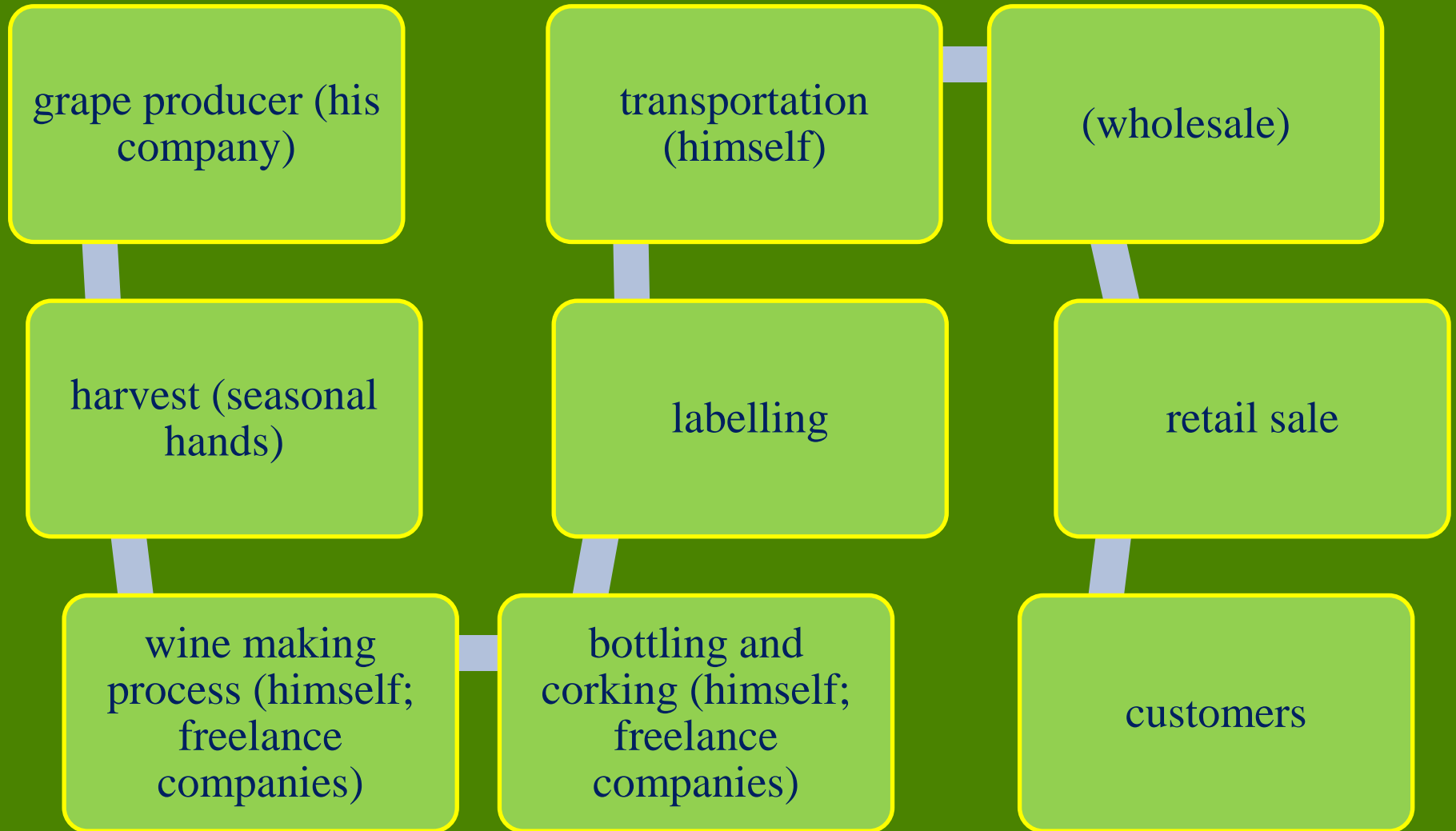
not the most popular wine region (Eger)

Value Chain



sells cca. 13 000 bottles

Supply Chain



Thank you!

Köszönöm!

Grazie!

¡Gracias!

Dziękuję!

Tack!

Kiitos!

Danke!

