

INTEGRATING THE WINE SUPPLY CHAIN

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Abstract

This paper is a preliminary investigation of the wine supply chain. Supply chain integration is considered a desirable goal and is considered to deliver efficiencies and competitive advantage to those supply chains capable of achieving such integration. The effect of the absence of integration is graphically seen in the automotive supply chain with inventory ownership transferred to component suppliers at one end and vehicle dealerships at the other.

The wine industry exhibits a characteristic of many agribusiness supply chains in that the supply side of the chain can display variation that can affect the ability to satisfy customer demand. At the retail end, the supermarket chains are beginning to exert their power to influence the wine supply chain to meet their needs.

The characteristics of integration are explored and the extent to which it occurs in wine supply chains is examined drawing on cases from Australia and the Bordeaux Region of France. Figure 1 illustrates the Australian wine supply chain.

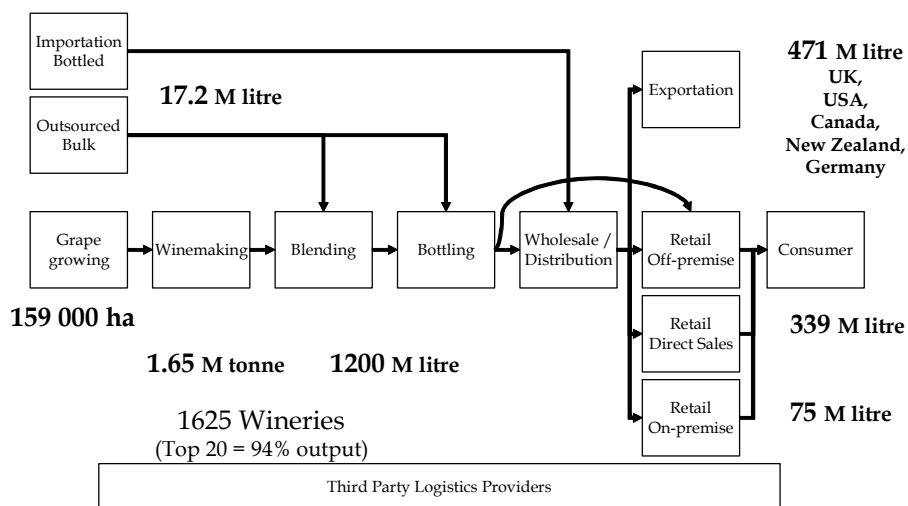


Figure 1: The Australian Wine Supply Chain

The retail forces impacting on the wine supply chain are also discussed.