

Abstract

Sula Vineyards Video Case Study

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Purpose – This video case study will focus on three prominent opportunities and issues faced by the Sula wine business based in Nashik, India. More specifically, this research will evaluate the performance of the business around three primary challenges and make recommendations on the same. The first area of focus is the promotion of wine tourism in a large developing economy of India where the consumer's tastes and the market for wine are rapidly expanding. Second is the identification of the influence of unfavorable climatic changes on the supply chain. Finally, we will address the impact of an important and upcoming state-level tax policy on Sula's sales revenue in the future.

Design/methodology/approach — This research will use and analyze the data collected from first-person interviews and other necessary company data required to thoroughly answer the above research questions. Particularly, we plan to use the company's data on excise taxes paid in different states of India across various brands of Sula wine. We will also use the financial statements from the past three years and various company's documents to pin down the challenges faced by Sula regarding wine marketing, distribution, and production. Please note that we have not yet collected the above-mentioned data. The request of the secondary data from the company is in the process and we plan to collect the data from the interviews sometime towards the end of the year 2017.

Findings – The findings will be outlined once all the data for the research is collected and analyzed.

Practical Implications – Based on the findings, the case research will –

- Identify and recommend effective measures to advance wine tourism in India.
- Determine best practices on sustainable strategies in the wine industry.
- Help position Sula Vineyards for changes in government tax policy.