

Wine Business Solutions



Improving Wine Business Profitability 2021

Over 60 wine businesses joined us for our DtC and Digital Webinar series. The feedback was overwhelmingly positive. In this series, we dive deeper into enabling your business to become more profitable.

Workshop One – Building Competitive Advantage – June 8th

- The best opportunities for your business right now.
- Positioning your business to take advantage.
- Developing world beating strategy using value innovation.

Workshop Two – Making Money in the Wine Business – June 15th

- The levers of profit and cashflow in the wine business.
- Managing price in order to maximise profit.
- Optimising the whole value chain
- Export and distributor management.

Workshop Three – Preparing to Win – June 22nd

- Leveraging latest technology
- Improving Customer and Staff Engagement
- Getting it all done.

Workshops will be run as 90 Minute Webinars starting 11 am Australia Eastern Standard time.

All participants will have the opportunity to submit and have their individual questions answered.

For more information contact peter@winebusinesssolutions.com.au

About the Presenter

WBS Principal and your Program Presenter, Peter McAtamney, has over 30 years wine industry experience. Over 1300 people have attended Peter's live workshops during WBS' 18 years of operation.

Peter spent 5 years teaching Sales Management, Marketing and Strategy as part of the Uni. of Technology, Sydney MBA Program. He has studied both Marketing and Strategy at Columbia University, New York.

His experience, insight and unique focus on wine business success make him an in-demand speaker at wine events, conferences, universities and think tanks the world over.