

THE COMPETITIVE ENVIRONMENT'S ANALYSIS ON THE WINE MARKET

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Abstract

The competitive environment's analysis on the wine market has as objective the characterisation of the main variables that define the sectorial realities. The research is materialized in: the analysis of the market shares, the analysis of the competitive position, the analysis of the competitive structure and the analysis of the competitive advantage. The competitive position is analyzed using the key factors of success, such as: market share, average price/1 litre wine, average production cost/ 1 litre wine, profitability and financial force, enterprise's image and commercial implementation.

The analysis of competitive structure emphasizes one of the most important characteristic of the wine market, such as its concentration, expressed by the market concentration index. The calculated index reveals what is the level of the market pressure and how permeable is the market for the new entrants. The market performance was determined by analyzing the turnover growth index and the product portfolio, in terms of diversity, quality and prices.

Key words: competitive environment, market share, key factors of success, market concentration

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