

LE COU ROUGE

\$COPE Scorecard

Strengths

Weaknesses

Ideal Outcome

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Strengths	<ul style="list-style-type: none"> Increased sales over prior year by a small percentage 	<ul style="list-style-type: none"> Have a tasting room 100 members in wine club Have loyalty in certain markets 	<ul style="list-style-type: none"> Good scores on wine 10% of orders via fax Vineyard management company 	<ul style="list-style-type: none"> Winemaker has degree Tammy Faye has been in the tasting room a long time. 	<ul style="list-style-type: none"> Family is involved
Weaknesses	<ul style="list-style-type: none"> Cash Flow Don't have good info about profitability No budgets 	<ul style="list-style-type: none"> 95% FOB/5% DTC Not selling in enough states 	<ul style="list-style-type: none"> Appointment only 5 days a week High Farming costs Manual accounting Online sales? Fax machine Capturing contact information 	<ul style="list-style-type: none"> Junior in sales Turnover in the tasting room – can't get good people No traffic, part- time Not enough hours 	<ul style="list-style-type: none"> Not clearly defined Not sure about the son's ability to sell, commitment to the business.
Ideal Outcome	<ul style="list-style-type: none"> Profitable Consistent Positive Cash Flow Strong revenue trend 	<ul style="list-style-type: none"> National loyalty Sales trips more productive 	<ul style="list-style-type: none"> More varietals Take on our own vineyard operations 	<ul style="list-style-type: none"> Permanent staff in tasting room Son in the right role 	<ul style="list-style-type: none"> Hand over to the kids Low debt Strong Cash Flow Strong Brand Sustain the family for generations