

# **WRITERS CORNER - A COMPILATION OF CASE STUDIES**

**2<sup>nd</sup> Edition**



**Editors**

**Dr. NEHA PATEL | Dr. SUPRIYA BHUTIANI**

**Prof. (Dr). SARMISTHA SARMA | Dr. SHITAL JAYANTILAL**

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**SLIMS Research Club 'Insights' Presents.....**



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**CHAPTER**

**3**

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**CASE 3: PORT WINE**

**CRISTINA MIGUENS**

*Aveiro University, Portugal*

**SHITAL JAYANTILAL**

Dominic Symington sits at the wooden counter, at a table in the tasting room that resembles an exquisite British pub. It's a house of Port wine, and one wouldn't need to glance at the bottles of Graham's, Dow's, or Cockburn's to understand that. The dark wood and soft lighting of the room call for a glass of Port and a good conversation. They talk about how to annually send 80 million euros worth of Port wine to over eighty countries or how to employ 480 people, manage 26 estates, and over 2240 hectares of vineyards.

The Symington family's connection to Port wine began shortly after Andrew James Symington came to Portugal in 1882 when he married Beatrice Leitão de Carvalhosa, the granddaughter of a Port wine producer and exporter. Later, Dominic Symington's great-grandfather would become a partner in Warre's and Porto Dow's. In 1970, Graham's was purchased, and in 2011, Cockburn's.

In the beginning, the company's exports were mainly destined for the United Kingdom and Portugal's former colonies, but after World War II, expansion into various markets occurred.

That's when the major growth happened. Today, we export directly from Vila Nova de Gaia to over 80 countries.

Western Europe is the largest buyer, with the United Kingdom being an extremely important market, as well as the Netherlands, Belgium, France, Denmark, and Germany.

The company now has a sales team with 15 market managers who are constantly traveling. "We don't expect someone to come knocking on our door asking if they can represent our wines in global markets," says Symington's administrator. And every trip requires good preparation. "We never attend a wine fair without a fully booked agenda because it's not worth paying for a stand and going to a fair without pre-arranged meetings. Doing your homework is absolutely crucial."

In addition to thorough preparation and a focus on quality, Dominic Symington also offers another piece of advice for achieving success in international markets, which is to leverage what is unique about the Portuguese terroir and vineyards. "Our trump card is the variety and selection of native Portuguese grape varieties; there, no one can copy us. Therefore, our terroir, our land, and our grape varieties are the differentiating factor compared to other countries."

## **References**

<https://www.portugalexporta.pt>

## **Questions**

1. What are the key challenges when developing an internationalization process? How does this relate to the advice Mr. Symington has shared?
2. The Port Wine is present in India but this presence is still very low. What would you suggest to boost the firm's presence in this country? Visit <https://www.symington.com/> for more information on the group.