

Robert Mondavi Corporation

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1. EXECUTIVE SUMMARY

This report provides thorough analysis of the Robert Mondavi [Corporation](#) (RMC) in order to give a best solution to Michael Mondavi, the CEO of the company in terms of the problem face by the company.

It begins by examining the internal and external forces that greatly affect RMC by applying Porter’s five forces of competitive pressures to investigate the status of competition of

wine industry in U.S. as well as their implications.

Analysis of the strategic group mapping is important in order to give a clear position of RMC's competitor in the market follows by each company's characteristic.

Next, it is essential to analyze the key success factors of U.S. wine industry that contribute RMC in considering its future competitive strategies and changes that should be taken by the company accordingly

Finally, recommendations are provided for RMC for its future expansion's strategies.

2. BACKGROUND TO THE CASE STUDY

RMC is a leading producer and marketer of table wines, located in Oakville, California. RMC markets wines worldwide un...

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