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A BUSINESS PLAN ON WINE BREWING

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Executive Summary of the project:

Introduction

Winery is the act of winemaking, When considering how to start a winery, you'll need to first apply for and acquire a permit to legally operate your winery, but the regulations don't stop there. You'll also need to register your business with the FDA, comply with local and state laws, and even have your wine label approved by the Alcohol and Tobacco Tax and Trade Bureau (TTB)... Both secondary and primary information/data sources have been used to meet the study objectives; semi-structured interviews with value chain actors and sector experts were used as primary source of data collection. Data were analyzed using various techniques including descriptive, trend analysis, text analysis, and SWOT analysis strategy. The combination of

qualitative and quantitative analysis has been crucial to identify/understand trends, gaps and needs for investments. These opportunities include support to investments in planting or replanting of vineyards, with priority in autochthon wine cultivars and equipped with irrigation systems and special machineries for vineyard; harvesting and post-harvesting tools, equipment and premises, including plastic re-usable crates, storage facilities. Furthermore, it includes simple processing lines to support on farm processing, preferably combined with on-farm tourism; processing lines for existing wineries (tankers, bottling lines, including Bag-In-Box lines), cellars construction/renovation; internal/integrated laboratory for large high quality wineries; and tourism facilities in wineries, including testing rooms, restaurants, and accommodations.

Raw materials needed for the project

The wine grape itself contains all the necessary ingredients for wine: pulp, juice, sugars, acids, tannins, and minerals. However, some manufacturers add yeast to increase strength and cane or beet sugar to increase alcoholic content. During fermentation, winemakers also usually add sulfur dioxide to control the growth of wild yeasts.

While the expenses will be ongoing, the vast majority of the investment will go toward establishing your vineyard's infrastructure and operations during the first two years of business, lists the following as expenses to consider are:

- i. Land
- ii. Equipment, including refrigeration, cellar equipment, winery buildings, trucks, and receiving equipment
- iii. Vines
- iv. Fermentation and storage
- v. Cooperage
- vi. Bottling line
- vii. Offices
- viii. Tasting room

Production processes Team

The wine-making process can be divided into four distinct steps:

Harvesting and crushing grapes

1 Vineyardists inspect sample clusters of wine grapes with a refract meter to determine if the grapes are ready to be picked. The refractometer is a small, hand-held device (the size of a miniature telescope) that allows the vineyardist to accurately check the amount of sugar in the grapes.

2 If the grapes are ready for picking, a mechanical harvester (usually a suction picker) gathers and funnels the grapes into a field hopper, or mobile storage container. Some mechanical harvesters have grape crushers mounted on the machinery, allowing vineyard workers to gather grapes and press them at the same time. The result is that vineyards can deliver newly crushed grapes, called must, to wineries, eliminating the need for crushing at the winery. This also prevents oxidization of the juice through tears or splits in the grapes' skins.

Mechanical harvesters, or, in some cases, robots, are now used in most medium to large vineyards, thereby eliminating the need for hand-picking.

3 The field hoppers are transported to the winery where they are unloaded into a crusher-stemmer machine. Some crusher-stemmer machines are hydraulic while others are driven by air pressure.

The grapes are crushed and the stems are removed, leaving liquid must that flows either into a stainless steel fermentation tank or a wooden vat (for fine wines).

Once at the winery, the grapes are crushed if necessary, and the must is fermented, settled, clarified, and filtered. After filtering, the wine is aged in stainless steel tanks or wooden vats. White and rose wines may age for a year to four years, or far less than a year. Red wines may age for seven to ten years. We should wineries age their wine in large temperature-controlled stainless steel tanks that are above ground, while smaller wineries may still store their wine in wooden barrels in damp wine cellars.

Fermenting the must

4 For white wine, all the grape skins are separated from the "must" by filters or centrifuges before the must undergoes fermentation. For red wine, the whole crushed grape, including the skin, goes into the fermentation tank or vat.

5 During the fermentation process, wild yeast are fed into the tank or vat to turn the sugar in the must into alcohol. To add strength, varying degrees of yeast may be added. In addition, cane or beet sugar may be added to increase the alcoholic content. Adding sugar is called chaptalization. Usually chaptalization is done because the grapes have not received enough sun prior to harvesting. The winemaker will use a handheld hydrometer to measure the sugar content in the tank or vat. The wine must ferment in the tank or vat for approximately seven to fourteen days, depending on the type of wine being produced.

Ageing the wine

6 After crushing and fermentation, wine needs to be stored, filtered, and properly aged. In some instances, the wine must also be blended with other alcohol. Many wineries still store wine in damp, subterranean wine cellars to keep the wine cool, but larger wineries now store wine above ground in epoxy lined and stainless steel tanks. The tanks are temperature-controlled by water that circulates inside the lining of the tank shell. Other similar tanks are used instead of the old redwood and a concrete vat when wine is temporarily stored during the settling process.

After fermentation, certain wines (mainly red wine) will be crushed again and pumped into another fermentation tank where the wine will ferment again for approximately three to seven days. This is done not only to extend the wine's shelf life but also to ensure clarity and color stability. The wine is then pumped into settling ("racking") tanks or vats. The wine will remain in the tank for one to two months. Typically, racking is done at 50 to 60 degrees Fahrenheit (10 to 16 degrees Celsius) for red wine, and 32 degrees Fahrenheit (0 degrees Celsius) for white wine.

7 After the initial settling (racking) process, certain wines are pumped into another settling tank or vat where the wine remains for another two to three months. During settling the weighty unwanted debris (remaining stem pieces, etc.) settle to the bottom of the tank and are eliminated when the wine is pumped into another tank. The settling process creates smoother wine.

Additional settling may be necessary for certain wines.

8 After the settling process, the wine passes through a number of filters or centrifuges where the wine is stored at low temperatures or where clarifying substances trickle through the wine.

9 After various filtering processes, the wine is aged in stainless steel tanks or wooden vats.

White and rose wines may age for a year to four years, or far less than a year. Red wines may

age for seven to ten years. Most large wineries age their wine in large temperature-controlled stainless steel tanks that are above ground, while smaller wineries may still store their wine in wooden barrels in damp wine cellars.

10 The wine is then filtered one last time to remove unwanted sediment.

Packaging

11 Most medium- to large-sized wineries now use automated bottling machines, and most moderately priced and expensive wine bottles have corks made of a special oak. The corks are covered with a peel-off aluminum foil or plastic seal. **Management and Sponsorship Team**

wine management lets you plan, monitor and analyze all activities in your vineyard. Pruning, crop protection, fertilization, irrigation, harvesting and all other activities are managed with a few clicks. Plus, you can track input usage quantities, costs and work hours for every activity. And having sponsors for the wine industry

NAFDAC Personnel:

The winemaking industry is heavily regulated, so licensing and permits can get complicated—so complicated, in fact, that there are wine-compliance companies that do nothing else but help winemakers navigate local and federal wine regulations.

When considering how to start a winery, you'll need to first apply for and acquire a permit to legally operate your winery, but the regulations don't stop there. You'll also need to register your business with the FDA, comply with local and state laws, and even have your wine label approved by the Alcohol and Tobacco Tax and Trade Bureau (TTB). And if you're selling across state borders, it gets even stickier, as some states have their own laws about direct shipment. Once you've crossed the licensing and permit logistics off your list, you'll need to stay on top of your state's excise and sales taxes on wine, too.

If you're uncomfortable with keeping all of this in order, we suggest you consult a lawyer with experience and expertise in the winery field. The last thing you want is to get things up and running only to find you registered incorrectly, forgot to get a permit, or haven't been granted the necessary licenses.

Tasting and Launching the product

Wine tasting is the sensory examination and evaluation of wine, as a marketing agency we take a marketer's perspective. Wine does not itself, During the launching:

- Articulate Your Brand Story in 30 Seconds
- Be an "Easy Sale"
- Share Your Marketing Plan
- Focus on a Few Markets
- Maximize Chances to Gain Wholesaler Attention

These new offerings allow customers to purchase individual and curated wine selections at special prices for delivery, and schedule online video-tastings with the winemakers themselves.

Tasting a wine, once it is poured into the proper glass, it's time to evaluate and enjoy the wine. Evaluating wine involves four basic steps – looking, swirling, smelling, and tasting.

Estimated project cost

Once you have your license and you know what licenses and permits you need—and how much they'll likely cost—you can create your business budget with all of those costs in mind, which often comes with a hefty price tag. Price being budgeted for this business is 15 -20 million naira nothing more than that. after purchasing 200-acres with already installed vineyard in Lagos at 8.9 million. After purchasing or developing your plot of land, you also have to think about the annual establishment costs needed to keep those vines alive, which adds around 150,000 to 200,000naira per acre in the first three years. Again, keep in mind that you still don't have any grapes yet at this point to make your wine. Next, vineyard owners have to invest in machinery and equipment, which doesn't come cheap. Lastly, most vineyard owners want to build a production facility and tasting room, since 90% of revenue will come through your tasting room.

With all these costs, open a business bank account to keep your business finances separate from your personal finances.

Other costs to consider include payroll for your staff, shipping, marketing, and insurance. In all, White estimates that your first five years require a capital investment of over 1.5 million.

Get Funding for the Wine Business spiring winemakers, especially those just learning how to

start a winery, can't cough up 1.5 million all on their own, so they'll need to turn to some form of outside financing. Like any startup, the newest vineyards may have trouble securing debt-based small business loans, so initial funding will likely come largely through a combination of equity financing, friends and family loans, and bootstrapping. That said, vineyards may still have a shot at approval for a traditional small business loan—they just have to know how to navigate the lending landscape.

Also know that, regardless of which type of loan you apply for, you'll have the best chances of approval with a high personal credit score, profitability, time in business, and a strong cash flow, so the best time to apply for a loan will most likely be after your busy season.

Marketing and Sales

This wine industry represents the challenging and fast-growing wine market. However, we are using the digital marketing system which is an innovative marketing approach which provides enhanced consumer experience and value. Therefore, they have implemented various marketing strategies in order to develop a positive brand reputation and create new opportunities for small and medium-sized wine producers. This paper aims to inspect the role of digital marketing in promotion of wine which enables producers to combine and integrate different marketing techniques in order to promote their strengths, that is, brand. Based on the primary data collected through the questionnaires, in-depth interviews and surveys, this study attempts to show how using digital marketing is statistically significant with reported increases in wine sale. The findings show that digital marketing facilitates the implementation of various marketing strategies which can improve the value of the consumption experience offered to the customer.