



# **Analysing Competitiveness in Wine Industry, The South African Case**

**Johan van Rooyen, Dirk Esterhuizen**  
**CEO, University of Pretoria**

## **1. INTRODUCTION**

This paper explores competitiveness and competitive performance in the wine industry in terms of a comprehensive framework of reference. Definitions and the measurement of competitiveness are illustrated through an application to the South African wine industry. Operational strategies and communication mechanisms to create and sustain competitiveness are proposed.

## **2. DEFINING COMPETITIVENESS**

The paper will consider the following - Competitiveness performance: based on comparative or competitive advantage?

Competitiveness is defined in this paper as:

“(Wine) industries and firms are competitive when they are able to continue to deliver products at qualities and prices as good or better than their competitors; and they are able to attract sufficient sources of capital, land, labour, technology and management from other competing economic activities”, i.e. “The ability to continue to trade wine in a competitive environment.”