

\$COPE Scorecard

Le Cou Rouge Winery

www.leCouRougeWinery.com



Ideal Outcome What we could do better What we do well

	\$ FINANCIAL	C USTOMERS	O PERATIONS	P EOPLE	E ND in MIND
What we do well	<ul style="list-style-type: none"> Increased sales over prior year <p><i>Record wins so you can repeat them</i></p>	<ul style="list-style-type: none"> Have loyalty in certain markets – TN, WV, GA <p><i>The same item can be both good and bad.</i></p>	<ul style="list-style-type: none"> We get high scores on our wine 	<ul style="list-style-type: none"> Tammy Faye has been in the tasting room a long time. <p><i>Is it a people or a process problem?</i></p>	<ul style="list-style-type: none"> Family is involved <p><i>Where are you taking the business?</i></p>
What we could do better	<ul style="list-style-type: none"> Cash Flow 	<ul style="list-style-type: none"> Not selling in enough states – outside of TN, WV, GA 90% FOB/10% DTC 	<ul style="list-style-type: none"> We aren't capturing contact information <p><i>Look at your systems and procedures.</i></p>	<ul style="list-style-type: none"> Turnover in the tasting room – can't get good people 	<ul style="list-style-type: none"> We're not sure about Junior's ability to sell and his commitment to the business. <p>WHY? <i>"We believe in treating every visitor to our lil' old winery like kin. You might say southern hospitality, like bacon fat is in our blood ('cause it is)"</i></p>
Ideal Outcome	<ul style="list-style-type: none"> Consistently strong revenues and positive cash flow 	<ul style="list-style-type: none"> 100% DTC National loyalty 	<ul style="list-style-type: none"> Repeatable processes and software that supports our business 	<ul style="list-style-type: none"> Excited, motivated people doing jobs they enjoy 	<ul style="list-style-type: none"> Build a family legacy of fine wine and hospitality that lasts generations.