



## **COMPETITIVIDAD DE PEQUEÑAS Y MEDIANAS EMPRESAS VITIVINICOLAS DE LA VII REGION DEL MAULE**

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### **RESUMEN**

Se analizó las empresas vitivinícolas de carácter emergente y las Cooperativas (EVE) ubicadas en la Séptima Región del Maule, mediante una entrevista que permitió identificar las fuerzas competitivas, las estrategias genéricas y las principales amenazas, oportunidades, fortalezas y debilidades desarrolladas por las empresas en estudio.

Se determinó que la EVE poseen habilidades tecnológicas, productivas y comerciales enfocadas al futuro desarrollo de ventajas competitivas, pero actualmente se basan en ventajas comparativas por lo que se sitúan en una posición competitiva inestable. Distinguiéndose dos grupos, aquellas con estrategias definidas con anterioridad y las que han debido adecuarse al medio competitivo, convirtiéndose en seguidoras de tecnología. En general, las EVE están adquiriendo experiencia exportadora en todas sus áreas funcionales.

## **ABSTRACT**

Both emerging wine enterprises (EWE) and Cooperatives located in the 7th Maule Region were analyzed. The analysis was carried out by means of an interview which allowed identification of factors contributing to competitiveness, generic strategies, principal threats, opportunities as well as strengths and weaknesses developed by the enterprises under study. It was determined that they possess technological, productive and commercial abilities aimed at the future development of competitive advantages. However, at present, they are based on comparative advantages. Thus, they are ranked in an unstable competitive position. Two groups can be distinguished in the EWEs: one group with previously defined strategies and a second one consisting of the enterprises that have had to adjust to the competitive environment, becoming followers in the area of technology.

In general, EWEs are beginning to obtain experience in all of their functional areas.