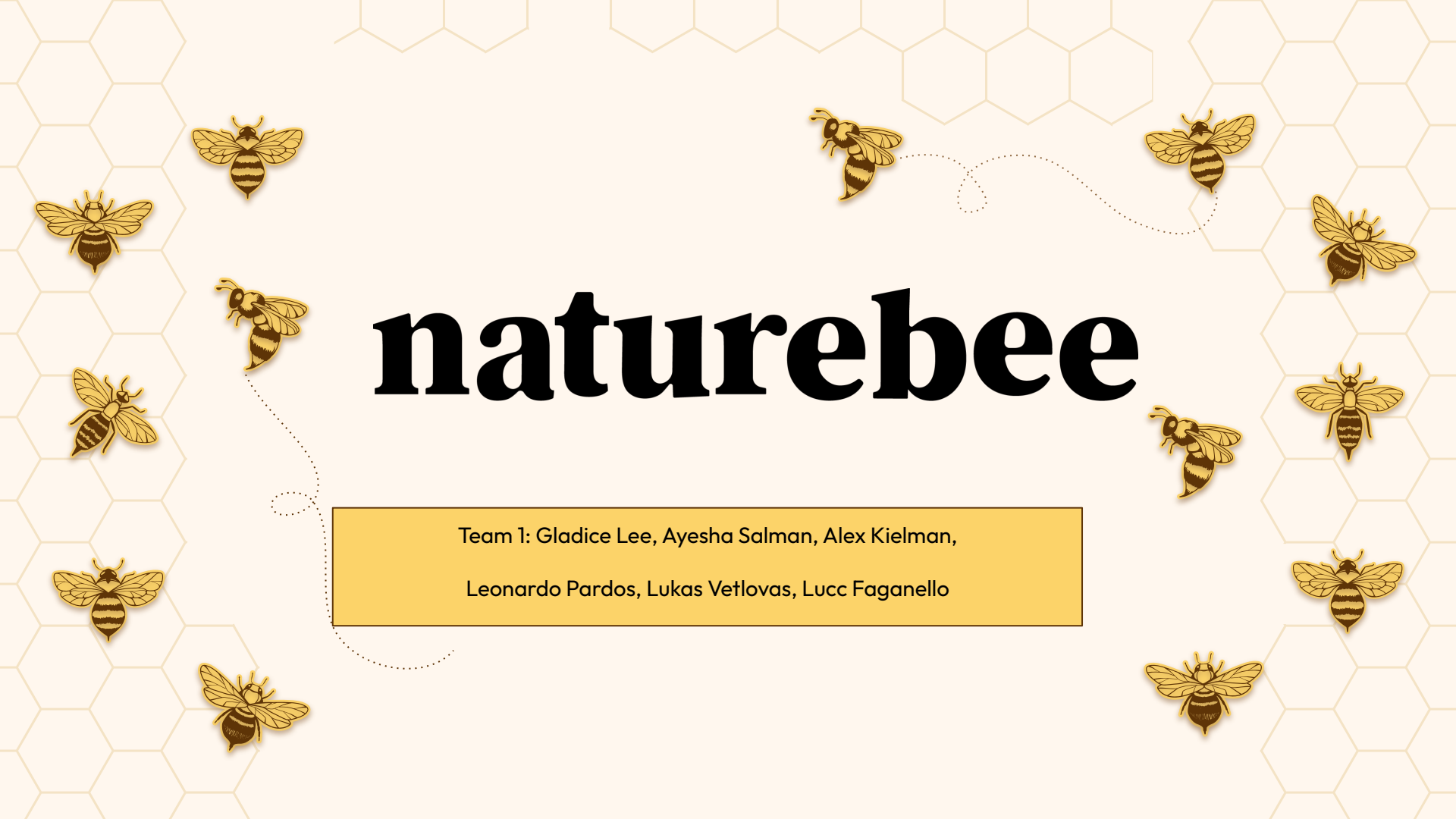




naturebee

Team 1: Gladice Lee, Ayesha Salman, Alex Kielman,
Leonardo Pardos, Lukas Vetlovas, Lucc Faganello

Beeswax Food Wrap



Environmental Performance Index (EPI)

Japan
Malaysia
Singapore

France
Sweden
Denmark



Table of contents

01

Market Selection

- CAGE Analysis
- PESTCLE Analysis
- GE Matrix

03

International Marketing Mix Strategy

- Product
- Price
- Place
- Promotion

02

International STP

- Segmentation
- Targeting
- Positioning



1

Market Selection

Let's get analytical!

CAGE Analysis



Country	Culture	Administrative	Geographic	Economic	Weighted Ave
Weight	3	1	2	4	
Japan	1.380908877	-0.6853045457	0.1765980366	-0.3737623137	0.2315568905
Malaysia	0.9974691531	0.6304801821	1.15982057	0.1240361056	0.6438673204
Singapore	0.1114467447	-1.014250728	1.208720197	1.936557098	0.9483758294
France	-0.8362942423	1.617318728	-0.8944200436	-0.7805635591	-0.5802658323
Sweden	-0.7286431165	-0.6853045457	-0.8153235727	-0.6464257694	-0.7087584119
Denmark	-0.9248874164	0.1370609091	-0.8353951879	-0.2598415617	-0.5347757962



1

Sweden

2

France

3

Denmark



PESTCLE Analysis



	Political	Economic	Social	Technological	Competitive	Legal	Environmental	Weighted Average
Country	1	6	5	3	4	2	7	
Canada	0.4007934025	-0.07542546827	0.03436032385	-0.2245672121	-0.2373089394	-0.02333588313	-0.5504545617	-0.1929553171
Japan	0.2147566788	-0.5447394931	1.683655869	0.05283934403	0.6089436935	0.3033664807	-0.0568084779	0.291713053
Malaysia	-1.662613915	-1.776688808	-0.2012533254	-2.073944253	-1.804443445	-1.983550066	-1.578883903	-1.492425264
Singapore	0.9188956761	1.273852353	-0.6577547708	0.5151836043	1.392510946	0.9567712085	-0.4887488012	0.3886118338
Denmark	0.8408802758	0.8632025813	0.7117495654	0.4227147522	0.2641741023	0.6300688446	1.362424013	0.8107425013
Sweden	0.4257983385	0.3938885565	-0.7166581831	1.069996717	0.2641741023	0.6300688446	1.005901841	0.4204991393
France	-1.138510457	-0.1340897214	-0.8197391546	0.2377770481	-0.4880504603	-0.5133894289	0.3065698893	-0.2200501745



1

Denmark

2

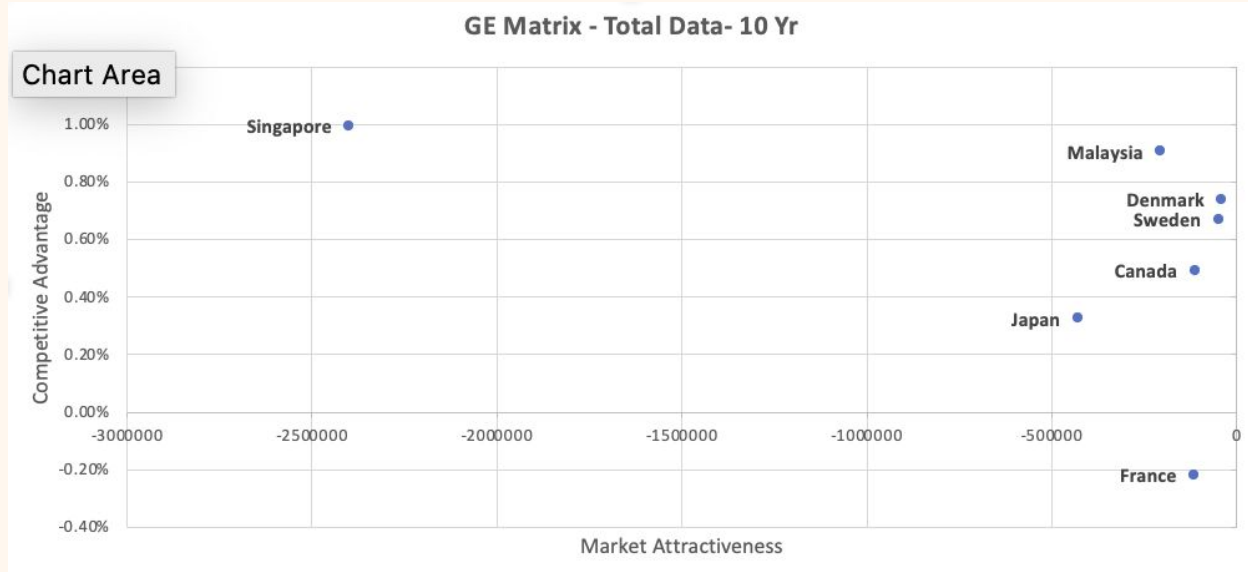
Sweden

3

Singapore



GE Matrix



1

Denmark

2

Sweden

3

Malaysia

Final Decision and Other Considerations



Decided to go to Europe

- Cultural Similarities = Easier to Penetrate Market

Stuck between Sweden and Denmark...

- Many similarities!
 - Both are Scandinavian
 - Are ranked no.1 and 2 on greenest country scale
 - Have similar Import/Export tariffs
 - Taxes etc.

One Major Difference: **Population!**

- Smaller population is an easier market to penetrate as outsider



VS



Population

10.42 Million

5.86 Million



Final Decision and Other Considerations



Decided to go to Europe

- Cultural Similarities = Easier to Penetrate Market

Stuck between Sweden and Denmark...

- Many similarities!
 - Both are Scandinavian
 - Are ranked no.1 and 2 on greenest country scale
 - Have similar Import/Export tariffs
 - Taxes etc.

One Major Difference: **Population!**

- Smaller population is an easier market to penetrate as outsider, Denmark is the winner!!



Population

10.42 Million

VS



5.86 Million





2

International STP

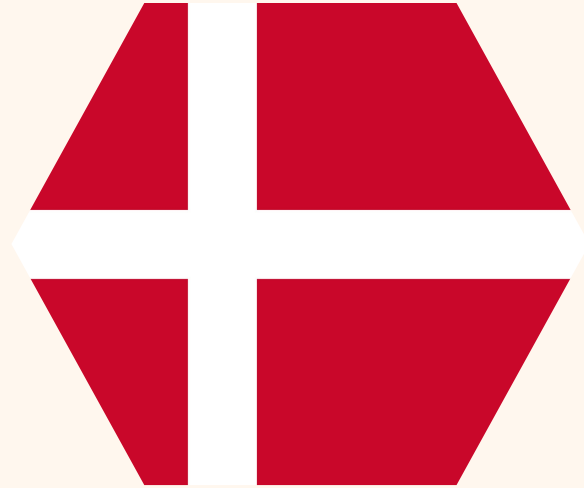
Let's talk about Denmark!

Segmentation

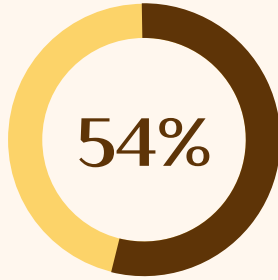


Sustainability Matters to Danes!

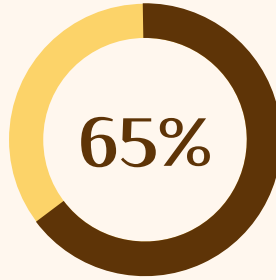
- Sustainability Conscious Culture
- High Quality Standards
- Cost Conscious



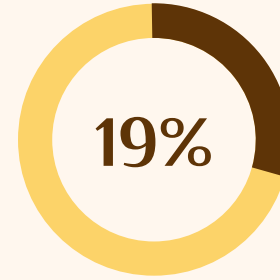
Danish Consumer Behaviors



54% of Danish consumer respondents say they are eco-conscious and buy sustainably produced items.

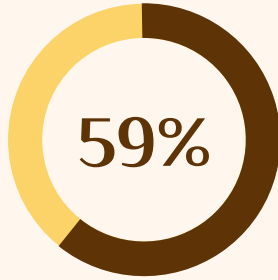


65% of Danish consumers claimed to have adopted a habit of buying more sustainability.

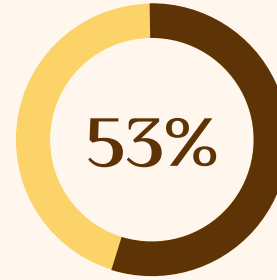


On average, Danish consumers are willing to pay a premium of 19% for sustainable alternatives

Danish Consumer Behaviors



59% of Danes prioritize prices over other criteria



53% of Danes like to search for bargains when shopping for everyday items



4 Segments in Denmark

Segment Label	Key Benefits Sought	Positioning Strategy
Cost Cautious Environmental Enthusiasts	Better for the environment than plastic, Zero Waste, Saves money in the long term with product reusability, beeswax wraps keep food fresher longer	Saving your money and planet one wrap at a time!
Constant Cooks	Lots of partially finished food that needs covering, beeswax is better at keeping stuff fresh	Preserve your recipes for longer!
On-the Go Getters	Enjoy the great outdoors, and products that are simplistic and on-the-go compatible	Easy and efficient to suit your active lifestyle!
Signature Style Showoffs	Identity Piece, aesthetically pleasing, stylish	Your style is everyone's beeswax!



Targeting



Targeting Strategy

- Niche Targeting Strategy
 - Based on Size
- Target Market:
 - **Cost Conscious Environmental Enthusiasts**
- Targeting only one segment





Market Potential



- Denmark consumer interest in buying sustainable products is growing
- Price consciousness is still an important purchasing factor
- So focus on a segment with overlapping benefits!



Competition



Wrappy

- Local company based in Denmark
- Offers a Beeswax wrap similar to NatureBee
- Solely focused on on environmental sustainability, not on price!



Single Use Wraps

- Brands such as Glad and Reynolds Wrap
- Products are made of soft plastic material
- Relatively cheap
- Not sustainable, contribute to global land pollution!

Plastic Tupperware

- Similar yet different purpose
- Focused more on long-term storage capabilities
- Not a direct competitor, but can be an alternative
- More expensive
- Plastic = Pollution!



Feasible and Compatible



- Simple and Lower cost Approach
- Easier for NatureBee
 - Small business
 - Limited resources
- Compared to other targeting strategies!

Positioning



Foreign Consumer Culture Positioning



Unsustainable & Environmentally Damaging

Economical

naturebee

Sustainable & Environmentally Friendly

Wrappy®



Uneconomical





3

International Marketing Mix Strategy

Let's mix it up!

Break-Even Pricing

Calculating Break-Even Price	
Variable Costs:	\$0.32
*costs that increase with production volume e.g., raw material costs, SGA costs, etc.	
Fixed Costs:	\$25,500
*costs that do not increase with production volume e.g., factory and equipment investments	
Predicted Sales:	200000
* based on your or market estimation	
Break-Even Price:	0.45
Out-of-factory price:	0.45
*break-even price / (1 - profit margin)	

\$0.45 Per Unit



Pricing Strategy

Components	Decremental Price	Cumulative Price
Final price (Per Unit)		DKK 59.07
Before-tax price	DKK 11.81	DKK 47.26
Before retailer markup	DKK 10.91	DKK 36.35
Before wholesaler markup	DKK 7.27	DKK 29.08
		DKK 29.08
Before import tariff (Per unit)	DKK 6.00	DKK 23.08
Before shipping cost (Per unit)	DKK 0.30	DKK 22.78
in CAD		\$4.49
Out-of-factory price		\$4.49
Before profit price	\$4.04	\$0.45
		\$0.45

Profit/Price Ratio=	90%
exchange rate=	5.07
wholesaler markup =	25%
retailer markup =	30.00%
consumption tax rate =	25%
Duties on Imported Goods =	5.00%
Assumptions	
Units in Crate	3000
Shipment Costs per Crate	\$500

Target Costing!

Setting Price expectations to
Local Consumers in Denmark

Targeting the **Cost Conscious
Environmental Enthusiasts**

Very healthy margins without
breaking bank.

Final Price Calculations

Components	Incremental Price	Cumulative Price
Break-even price		\$0.45
Profit level	\$4.04	
Out-of-factory Price		\$4.49
in Danish DKK		DKK 22.78
Shipping costs (Per unit)	DKK 6.00	DKK 28.78
Import tariff (Per unit)	DKK 0.30	DKK 29.08
		DKK 29.08
Wholesaler markup	DKK 7.27	DKK 36.35
Retailer markup	DKK 10.91	DKK 47.26
Consumption tax	DKK 11.81	DKK 59.07
Final Price		DKK 59.07
Packaged Final Price		DKK 118.15

Final Price Per Unit: DKK 59.07

Packaged Final Price: DKK 118.15

Equivalent to \$23.26

A \$3.26 mark up compared to Domestic Market

Could mark up DKK 119.99



Distribution Strategy



Eco Boutiques: Connect with stores that share our green values.

Design Showcases: Display our products where design meets innovation.

Pop-Up Shops: Create temporary buzzworthy spots in key city areas.

Online Eco-Markets: List our products on popular eco-friendly websites.

Subscription Boxes: Regularly deliver our products through eco subscription services.



Big Tik Tok Presence!



nature.bee
Nature Bee

Follow

304 Following **89.8K** Followers **5.2M** Likes

Female founded, small business sustainable goods 🐝 TIKTOK15 for 15%

www.naturebeewraps.ca/?e...

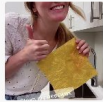
Videos

🔒 Liked

Playlists



ASMR 🎧
62 posts



Washing Beeswax Wraps...
4 posts

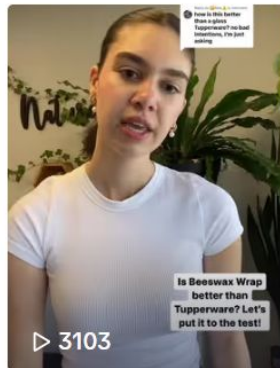
https://www.tiktok.com/@nature.bee/video/7299663286864268549?is_from_webapp=1&sender_device=pc



Can beeswax wraps go...



How cool is this sponge...



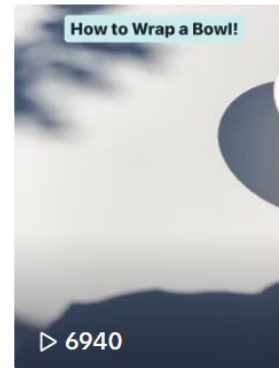
Part 2 coming soooooon! ...



Wow! Big surprise #1 is...



For our ASMR lovers ...



Before we get the com...



Me obsessed with you...



At their end of life they' ...



Always hang it to dry! ...



So satisfyingggg 🍋 ✨ ...



New cleaning products ...



Get app
ASMR beeswax wrap ...



Promotion Strategy



Influencer Outreach: Partner with eco-minded social media personalities.

Educational Initiatives: Run workshops on sustainability to engage our audience.

Blog Collaborations: Join forces with top eco-lifestyle bloggers.

Eco Event Support: Get behind events that align with our mission.

Visual Campaigns: Use eye-catching designs in our digital ads.



Summary

Market Entry: Denmark - Selected for its strong eco-focus and market openness.

Target Segment: Cost Cautious Environmental Enthusiasts - Value sustainability and cost-effectiveness.



Product Strategy: Offer a variety of stylish, durable beeswax wraps.

Pricing Strategy: Competitive yet fair pricing, with introductory offers.

Distribution Channels: Online eco-stores, eco boutiques, and subscription services.

Promotion Mix: Influencer partnerships, social media campaigns, and educational workshops.

Cultural Alignment: Strategies tailored to Danish values and trends.



Thanks!

Do you have any questions?

