



INTERNATIONAL MARKETING

SFB11514-1 23H

The exportation of Weiss' pellets of chocolate in Norway

Table des matières

Introduction	3
Contextualization of the paper	3
What product for what market ?	3
Theory	4
Direct data	4
Indirect data	4
Discussion	7
Introduction of Weiss	7
Conclusion	8
Appendix	9
References	11

Introduction

Contextualization of the paper

Hello, my name is candidate 306, and I am a consultant working for a French company, specializing in international marketing. My task, based on the information I received from my company, is to create a marketing report that introduces a new product for the opening of a new international trade center in Halden, Norway. My goal is to either promote a Norwegian product that could be exported abroad or a product from abroad that could be introduced to the Norwegian market.

To effectively promote the new product in its new market, I will follow a strict framework. As you have already read a part, I started with the introduction to present myself. Then, I will present my theory based on the data I will find and explain how I obtained this data, either through a direct or indirect method. In a third part, I will interpret these data and assess their relevance. Finally, I will synthesize the ideas I have presented in this paper and propose some new product ideas for the next edition of the International Trade Center in Halden.

What product for what market ?

Even though I have been living in France since birth, I am currently residing in Norway for a full year. As a French individual, I have a good understanding of French products and gastronomy. Having lived in Norway for four months now, I am aware of the products that Norway lacks and which could be attractive to the Norwegian people. One of the first things I noticed is that in Norway, there is a genuine appreciation for high-quality products, and people are not hesitant to pay more for products that meet their standards of quality. France is renowned for its high-quality products, and I am familiar with what the Norwegian market may appreciate. Armed with this information, I will create a marketing report about a French product that could be imported to Norway, specifically in Halden, for the opening of the International Trade Center.

Upon arriving in Norway, I quickly realized that chocolate is an integral part of Norwegian identity. Norwegians consume a significant amount of chocolate, particularly of good quality. They take great pride in their brand "Freia." It's important to note that Norway has a cold climate compared to France. In such a climate, there's no better way to warm up than by enjoying hot chocolate, especially in a country where the population has a deep love for chocolate.

In France, in Saint-Étienne, there is a well-known chocolate factory catering to chocolate connoisseurs. They offer exceptional quality in their products. One of their products aligns perfectly with consumer expectations: chocolate pellets designed for hot chocolate.

Theory

To gather my data, I primarily conducted research on the internet. Additionally, I conducted an interview with a Norwegian student to better understand the expectations of an average Norwegian chocolate consumer. With the help of this data, I am able to organize and incorporate them into marketing theories and concepts.

Direct data

For direct data, I interviewed a Norwegian student. This individual shared insights into how much Norwegians love chocolate. They mentioned being accustomed to eating chocolate regularly, and they believe the same is true for other Norwegians they know. According to this person, Norwegians take great pride in their national chocolate brand, Freia. I inquired whether they were familiar with other chocolate companies and if they had any knowledge of French chocolate. I also asked if they perceived any taste differences between Norwegian and French chocolate.

The response was that they were not familiar with French chocolate but expressed interest in trying it if given the opportunity. They believed there wouldn't be significant differences. Additionally, the interviewee mentioned that Norwegians generally prefer milk chocolate over dark chocolate. The last question addressed their frequency of consuming hot chocolate. They mentioned not being accustomed to drinking hot chocolate regularly but noted that during the Christmas period, it is common for Norwegians to enjoy hot chocolate.

Indirect data

To complement the direct data I obtained, I conducted internet research to find figures about the market. I specifically looked for general chocolate market figures since the market for chocolate pellets is not large enough to have precise data. I discovered that Norway is the 5th biggest consumer of chocolate in the world, with an average consumption of around 8.1 kg of chocolate per capita. Additionally, the data on the exportation of chocolate and other food preparations containing cocoa between France and Norway in 2022 was valued at \$6,190,000 US. While the exchange volume is not substantial, it will assist us in determining the optimal market entry strategy.

To efficiently outline the chocolate market in Norway, we can create a SWOT analysis.

Strengths:

Norwegians have a high standard of living, with an average salary higher than the rest of Europe. This suggests a potential willingness to spend more on quality chocolate and other high-quality products.

Weaknesses:

Norway imports a significant portion of its chocolate, and depending on trading costs, the price could fluctuate, leading to instability.

Opportunities:

Norwegians are seeking alternative ways to consume chocolate beyond traditional chocolate bars.

France is renowned for its gastronomy and high-quality food and luxury products.

Threats:

France is not the largest importer of chocolate into Norway; many other countries import more chocolate than France.

Norwegians traditionally stick to familiar chocolate brands, and there may be resistance to trying chocolate pellets for hot chocolate from Weiss.

To broaden the spectrum of these data, we can consider the first two letters and the second E of a PESTEL analysis: political, economic, and environmental.

Political:

The French company must adhere to Norwegian rules regarding food and comply with specific regulations for quality and labeling.

Business agreements between Norway and France may impact chocolate prices based on the collaboration between the two countries.

Economic:

High-quality products are well-received in Norway due to the higher quality of life.

French products, especially food, are synonymous with quality in Norway.

Exchange rates between the Norwegian crown and euros can affect the final price.

Environmental:

Norwegians are environmentally conscious and prefer products that are respectful to the environment.

A quality product, fair traded and environmentally respectful, can be persuasive arguments to conquer the Norwegian market.

To complete and conclude the data, we can apply the Porter five forces model.

First force: Bargaining power of suppliers:

If the supplier's offer is perceived as unique and high quality, the supplier's position is strengthened. Conversely, if multiple suppliers offer the same product, it decreases uniqueness and perceived quality.

Second force: Bargaining power of buyers:

If the product is in demand among Norwegians, buyers may have less negotiation power. However, if the product is unfamiliar, buyers have more influence.

Third force: Threat of substitutes:

Substitutes for chocolate pellets could be any type of sweets. High quality is essential to mitigate this threat.

Fourth force: Threat of new entrants:

Barriers to entry for new importers include setup costs, the need for relationships with quality suppliers in France, and understanding Norwegian consumer preferences.

Fifth force: Industry rivalry:

Competition among chocolate importers, including those from other European countries, can be intense. Brand awareness, product quality, and pricing strategy play crucial roles.

Now, with all this data, we can determine whether exporting chocolate pellets for hot chocolate from France to Norway is still a viable idea.

Discussion

Introduction of Weiss

Weiss is a French chocolate company based in Saint-Étienne, established in 1882 by Eugène Weiss. It was founded during a period when numerous chocolate companies were emerging in Saint-Étienne. Today, Weiss continues to thrive and offers an extensive catalog of quality chocolate. The company is currently focused on reducing its carbon footprint, conserving water during chocolate production, and collaborating with the non-governmental organization Earthworm to trace the origin of all cocoa beans.

According to the data I obtained, it is advantageous for a company seeking to export to Norway to demonstrate efforts towards environmental sustainability and workforce welfare—precisely what Weiss is doing. Additionally, the hot chocolate pellets contain 52% cocoa, aligning with the preferences of the Norwegian consumers, as indicated by the student I interviewed. One significant advantage of this product is its timing, coinciding with the Christmas period when the demand for chocolate traditionally increases, especially for hot chocolate during the colder weather.

As observed, Norwegians appreciate high-quality products, and they seek more than just cocoa powder. This product seems to be an excellent fit for the launch at the International Trade Center in Halden, providing an ideal opportunity for the initial interaction between the product and its consumers.

Following the introduction of the hot chocolate pellets by Weiss to the Norwegian market, the next step is to determine the most effective entry mode. Based on the data I found, the optimal entry mode would be to distribute the pellets in specialized shops, such as tea and coffee shops. Consideration could also be given to placing the chocolate pellets in supermarkets within the tea and coffee section. Another compelling entry mode could involve catering to professionals, such as cafes and restaurants, renowned for their association with prestigious brands. In France, Weiss is recognized among connoisseurs, and its chocolates are available in distinguished establishments, alongside its five existing shops in the country.

Considering the distinctions between the French and Norwegian chocolate markets, the most suitable entry mode for Weiss' internationalization into Norway appears to be through distributors.

Conclusion

Finally, for the opening of the International Trade Center, the hot chocolate pellets would be a fantastic introduction for Weiss. Considering the timing and the Norwegian people's openness to discovering new high-quality products, it is certain that the pellets will be well-received by the targeted audience. Furthermore, the company's commitment to fair labor practices, meticulous tracing of cocoa sources, environmental responsibility by conserving water and reducing carbon emissions, will resonate positively with the public. Consumers need to recognize that Weiss's chocolate pellets are an exceptional product.

As a starting point for the chocolate pellets, the International Trade Center is ideal. However, after establishing the initial connection between Weiss and its Norwegian customers, it would be beneficial to continue selling the pellets and potentially introduce more Weiss products in Norway. Therefore, it would be excellent to initially distribute the pellets in specialized shops, such as tea and coffee shops. Subsequently, expanding sales to professionals like cafes and restaurants would be a logical step. Finally, if the pellets gain sufficient appreciation, the next phase could involve selling additional Weiss products in supermarkets.

Appendix



Appendix 1 : packaging of the chocolate pellets Weiss



Appendix 2 : Pellets of chocolate Weiss



Appendix 3 : Hot chocolate made with the Weiss' pellets of chocolate

References

Dissertations en Ligne. (n.d.). Étude de marché Norvège. Dissertations en Ligne.
<https://www.dissertationsenligne.com/Monde-du-travail,-droit-et-%C3%A9conomie/Etude-de-march%C3%A9-Norv%C3%A8ge/65529.html>

Chocolat Weiss. (n.d.). Chocolat chaud gourmand 300g. Chocolat Weiss.
<https://www.chocolat-weiss.fr/fr/chocolat-petit-dejeuner/100129-chocolat-chaud-gourmand-300g.html>

Wikipedia. (n.d.). Chocolat Weiss. Wikipedia.
https://fr.wikipedia.org/wiki/Chocolat_Weiss

Statista. (s.d.). Premiers pays consommateurs de chocolat dans le monde. Statista.
<https://fr.statista.com/statistiques/914560/premiers-pays-consommateurs-chocolat-monde/>

Visit Norway. (s.d.). Chocolat norvégien.
<https://www.visitnorway.fr/activites-norvege/gastronomie/chocolat-norvegien/>

Chococlic. (s.d.). La Norvège et le chocolat.
https://www.chococlic.com/La-Norvege-et-le-Chocolat_a1567.html