**PRESENTATION**

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# Introduction

* The marketing strategy plays a major role for an organisation, in terms of entering in a new market segment.
* The presentation will analyse the various micro and macro-environment factors that are associated with HelloFresh.

In terms of entering a new market segment, it is necessary to choose the most appropriate marketing strategy that will be suitable for the market as well as the organization also at the same same. In order to understand the most favourable marketing strategy, it is necessary to first understand the micro and macro-environment of the same. With respect to this, the concerned presentation will be formulating the various important aspects that are required to be considered by the company HelloFresh before entering into a new segment of the market.

# The rationale behind the choice of the market

* The new market segment that is to be chosen for the company in Germany.
* The main reason behind choosing this market segment is just because of the economic level that the country is having at the present time.

The new market segment that has been chosen over here in order to expand the business of Hellofresh is considered to be Eastern Europe. In this respect, the market segment of the Germany has been chosen over here for the expansion of the business at the present time. The main reason behind choosing this market segment is just that the country is having a vast population as well as the largest economy in Europe. Apparently, it will be delivering a better response to the entry of the organisation over there.

# Relationship between marketing strategy and Corporate Strategy

* The marketing strategies are used by the companies at the entry-level to grab the attention of the customers.
* The corporate strategy of a company develops the business in the long run.
* The combination of both strategies develops a business in both the short and long run.

The marketing strategy of a business is mainly associated with the aspect of attracting the customers by the means of different strategies. This indicates that the marketing strategy of a business is mainly associated with the entry-level of an organisation within a particular market segment. The primary motive of the marketing strategy is to grab the attention of the customers so that they can tend towards associating with the business operations of the same. Whereas, on the other hand, the corporate strategy of a business is associated with the development of a particular organisation in the long run. The corporate strategy of a company is mainly responsible towards the maintenance of the business in the long run. The combination of both the marketing and corporate strategy of an organisation can help in the formulation of both the short-term and long-term requirements of the same making it more successful in the future course of action.

# Micro-economic Environment

**SWOT Analysis**

***Strength***

* Innovative packing strategy.
* Better coordination of the team.
* Standardised social media channel.

The company is observed to have an innovative packing strategy that easily grabs the attention of the customers in terms of making it more demanding (Xaif, 2022). The innovative packing strategy also decreases the time that was initially used while packing. In addition to this, the company is also having a better coordination team to manage the various requirements.

***Weakness***

* Higher level of cost.
* Slight delay towards the services.
* Similarity in the idem of meals.

The company is observed to be having a higher level of cost of expenses that makes their budget slightly higher (Xaif, 2022). Apart from there is also a higher level of time consumed while serving the customers. In addition to this, the company is also having some similar items on their list that are being sold by its competitors.

***Opportunity***

* Increasing level of food diversity.
* Change in the taste and preferences of the customers.
* Introduction of technological appliances.

The increase in the level of food diversity will be able to deliver a better quality of food products to the customers by the means of considering the taste and preferences of the same. Apart from this, the change in the taste and preference of the customers also helps in increasing the variety of the food products to be served to them (Xaif, 2022). The company has also introduced some of the major technological appliances that have made things quite easier for them.

***Threat***

* Higher level of competition.
* Food-borne illness.

The company faces a huge competition level which can affect the overall market segment that has been chosen (Plowman, 2019). The increase in the number of food-borne diseases has decreased the interest of the public towards consuming food products from the outside market segment at the present time. This aspect can affect the overall demand for the products that are being sold by HelloFresh.

# Macroeconomic Environment

**PESTEL Analysis**

***Political***

* Government System
* Taxation Policy

The government of Germany are in favour of supporting new investments within the country that can act as an advantage in terms of serving the public with their requirements (von Laar, 2021). Apparently, the company can also observe a tax benefit while entering the business in the market segment of the Germany.

***Economic***

* Financial market segment
* Availability of the infrastructure

Germany is having a better infrastructure as compared to many other developed countries. This respect there will be a huge benefit in terms of entering into a new market segment and incorporating the business in a financially developed country.

***Social***

* Migration
* Media outlets

Germany is having a huge migration which may cause an issue in terms of acquiring a higher number of customers. However, there is a vast range of media outlets that can support the business.

***Technological***

* Technological development

The company is observed to be having a wide range of technological tools and technologies that can support the business from different perspectives (Redcliffe, 2021).

***Environmental***

* Utilisation of the renewable energy
* Waste management

The company as well as the chosen market segment is associated with adequate utilisation of renewable resources and waste management policies. This aspect can help the business to be more developed in the new market segment.

***Legal***

* Environmental laws
* Health and safety norms

There are various health and safety environmental laws that are being enforced in Germany. Whereas, on the other hand, the concerned organisation is observed to be one of the major supporters of greenery (Szollos, 2020). Apparently, this can also help as a plus point in terms of entering a new market segment.

**Conclusion**

* The report has covered both the micro and macroeconomic aspects of HelloFresh in terms of entering a new market.
* The analysis determines that it will be beneficial for the company to incorporate its business within the entire market segmentation of Germany.

The presentation has covered both the micro and macroeconomic factors that can affect the overall formulation of the business in terms of entering into a new market segment. In this respect, it has been observed that the business strategy of HelloFresh is mostly associated with that of the market segment of Germany. This aspect can provide a huge benefit in terms of incorporating the concerned business over there. In a broader sense, it can be stated that it will be beneficial for the company HelloFresh to enter into the new market segment of Germany.

# References

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