

TIAN-I

GLOBAL IMMERSION COURSE Group 1



Products & People

Product : wolfberry tea & red jujube tea

People : women cares about their health and after giving a birth in EU

Price

Power of buyers : weak

Power of suppliers : strong

→ We will set **Higher price** to enhance our revenue

Process



Compliance with EU regulations

Process : Market as food products to avoid burdensome authorization

Place

Explore new market

Build brand loyalty

Expand sales channel

Cooperate with
famous brand

Construct
own shops

Ecommerce platform
& retail store

Promotion



Focus on Germany first then all the European market

- To create an interactive platform online.
- To add legitimacy at our brand.
- Benefit of social medias to involve.
- Collaborate with famous influencers.

Physical Evidence

Select the packaging materials which are waste free & eco-friendly

Vision

Promote the benefit of Chinese herbal medicine to EU



Si Wu Tang Marketing Strategy



Target Customer

- 1) Country: US market
- 2) Targeting: Female who has menstrual period
- 3) Needs: Improve health condition and body strength before and after the period

Product

Functions:

- 1) Enrich the blood and promote a normal menstrual cycle
- 2) Dang Gui and Chuan Xiong can **dispel and prevent blood stasis**, which often develops from chronic blood deficiency.
- 3) Chuan Xiong **relieves menstrual cramp**.
- 4) Shu Di Huang and Bai Shao directly **tonify the blood**.



Price

- 1) Compared to other international brands that sell Si Wu Tang in the US market.
- 2) Considering the cost included tariff, shipping fee, administrative expense.

→ Being in direct competition with Tomax by lowering the price (self-produced products)

→ Keep actual price to maintain the quality and make up the cost



Place

E- Commerce

- 1) Lower the cost
- 2) More flexible and easier to managing the products
- 3) Selling the products while do the online promotion(e.g add links to the post on social media)
- 4) Example 1- Amazon:
 - a. Largest number of users
 - b. Fees:\$39.99/month+additional selling fees
- 5) Example 2- Tenergy online shop:
 - a. Owned website and no rental fees
 - b. Lower reach

Supermarkets

- 1) The Trader Joe's:
 - a. Brand image is healthy and natural.
→suitable for Chinese herbal medicine
 - b. No suppliers fees
→lower the cost
- 2) GW supermarket:
 - a. Owing better environment and fresher foods than other Asian supermarket.
 - b. Over 1000 partners



Promotion

- 1) Chinese female celebrity endorsement
- 2) Social media

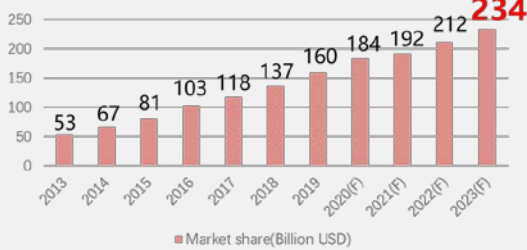
Suggestion

- 1) Use social media to promote
- 2) Build an English version website



HERBAL MEDICINE MARKETING STRATEGY

Global Postpartum Conditioning
Market Share



STP Analysis

Segmentation:

Geographic/Gender/Age/Behavior

Targeting:

Western countries/Women/25-44 years old
Pregnant or gynecological-related

Positioning:

According to product, service, channel, and image, we provide more for more value proposition for western people.

SWOT Analysis

Strengths

Theory and Success
International Demand
No negative side effects
Prevention and cure

Weaknesses

Lack of information
Theory
Quality control
Shakiness of success

Opportunities

Potential growth
Efficient medicine
Replacement of chemical treatments

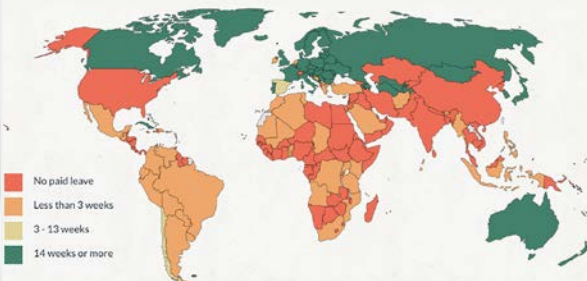
Threats

Cultural threat
Economical threats
International competition

4P Analysis

Quite important to postpartum care in west

Paid Paternity Leave Around the World



Give women **60 days** on average off childcare leave
Give father **paid paternity leave**

PLACE

1. Chinese Herbal Medicine Pharmacy
2. Chinese Herbal Medicine Clinic
3. Postpartum Care Center
4. Drug Store
5. Online shop

PRODUCT

Postpartum conditioning tea bag

Angelica sinensis(25g), Chuanxiong(9g), Peach kernel(6g), Cannon ginger(2g), Zhigancao(2g)

PRICE

STANDARD

Normal Spontaneous Delivery (NSD)

Cheaper!!!

Cesarean Section (CS)

CUSTOMIZED

Different from person and person, according to the body constitution and different postnatal condition.

More expensive!!!

PROMOTION



Offline

Postpartum health diagnosis
Follow-up postnatal tracking
Provide trial packages

Online

Official platform



Marketing Strategy

Consultation

Customizing the herbal medicine

Health Food

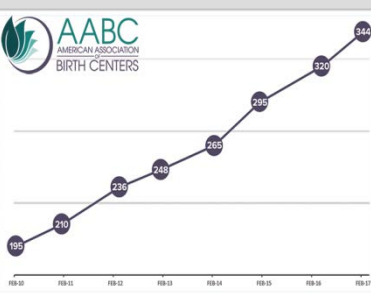
The product aims at prevention

Website

Online consultation, postpartum meal

Cooperation

Postpartum care center Gift shops



MIDWIFERY-LED BIRTH CENTERS ARE GROWING

The birth center industry experienced a 76% increase since 2010, and it continues to grow.

We look forward to the postpartum market in the future!

Market Chinese Herbal Medicine

Goji to Western

- S** Segmenting : Germany
T Targeting : People who care about health
P Positioning : Healthy/healing product

Product

Tinkura ranked Goji as top SUPERFOOD

<https://reurl.cc/r12Q44>

Dried fruits are growing in popularity due to being easily consumed as their own as a snack on-the-go.

Dried goji



Place

81% of German rely on social media to make food purchasing decision.



76%



63%



48%

Price

Global Health & Wellness Survey (2015) :

88% of people are willing to **pay more** for healthier foods.

Our position is **healthy food**



High pricing



Promotion

Statista (2018) :

76% of German dinning out

→ Easy carrying

→ Easy intake

Dried goji in packages

By KOL and YouTuber

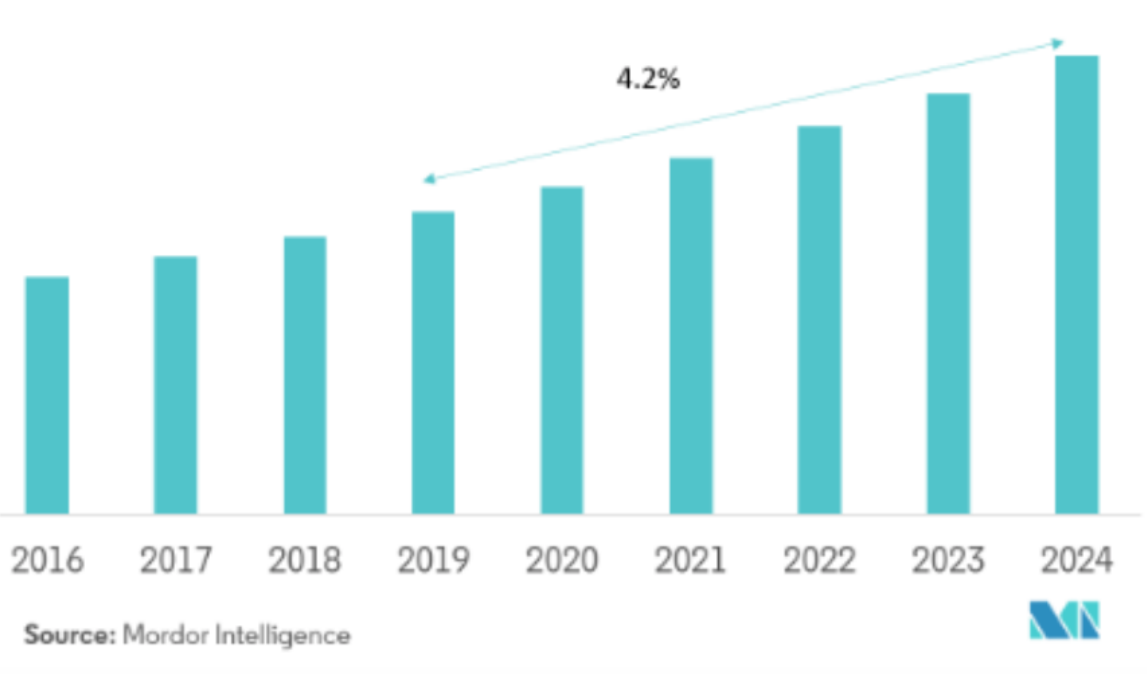


Be healthy, be happy

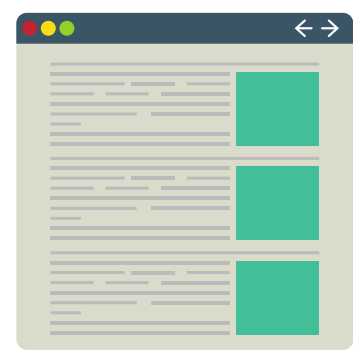
TIAN-I PHARMACEUTICAL CO.LTD

ROAD TO EUROPE

GROUP 5: Christine Chang, Sophia Kuo, Allen Chen, Rémi Marié, Sarah Benfriha



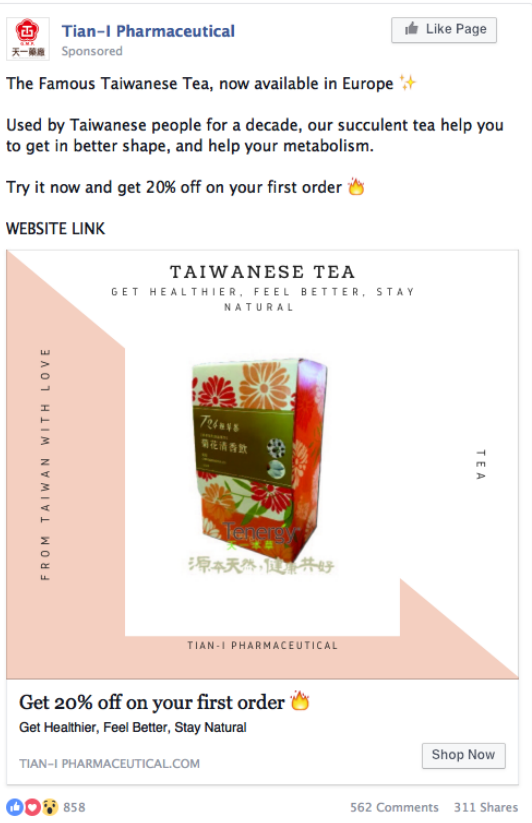
EUROPE TEA MARKET: HERBAL TEA



E-COMMERCE



TEA & SI-WU



FACEBOOK ADVERTISEMENT

TEST MARKET



WAYS TO SCALE

- FAIRS & EVENTS
- CONTENT STRATEGY
- WELLNESS INFLUENCERS
- SUBSCRIPTION MODEL
- RE-BRANDING

TARGETING

MEN & WOMEN
20 - 50 YEARS OLD
STUDENT OR EMPLOYED

INTEREST IN:

- WELLNESS
- ALTERNATIVE MEDICINE
- HEALTH
- SIMILAR PRODUCT & COMPETITORS
- SELF-CARE

