



LAN-HUI BIOTECH TO EUROPEAN MARKET



SWOT

Strengths	Weakness
<p>High R&D capabilities</p> <p>Market-related competitive advantage: Tainan is home to one of the most dynamic orchid growing clusters in the world</p> <p>Government support: The Head of State's promise to help preserve Tainan's international position</p>	<p>Lack of reputation: business hasn't been established</p> <p>Branding could be better: marketing, communication, product and website design, SEO</p> <p>Higher prices than the competition</p>
Opportunities	Threats
<p>Translate site to English</p> <p>Give out free samples</p> <p>Use marketing techniques (social media, email)</p>	<p>Competition is cheaper: customers go to competitor</p> <p>Unknown brand so not a lot of customer reach</p>

RESULT OF QUSEIONER

- Sample Size: 32 Female 5 Male
- About the criteria of choosing skin care product: Efficacy(86.4% of respondents think it is important) > Price(70.2%) > Reputation(62.2%)> The impact to environment(62.1%) > Package(24.3)
- About CHENG-LAN product: Orchid gives loyal and beautiful image, but the products are not attractive currently.

PRODUCT - Build up the Brand Reputation and Image with the elegant, beautiful image of orchid and the 100% natural product image

PEOPLE - Try to reach younger customers also, aged 20-60

PRICE - Follow the Competitors's Price

PLACE -The capitals of northwestern Europe: High purchasing power
-Department Stores: Luxury and fashion image & Customer loyalty

PROMOTION

- Set major objectives of promotional actions : Ads, Personal selling, Direct Marketing, Sales marketing
- Set major target : actual audience & influencers

PHYSICAL EVIDENCE

- Underline real benefits and efficiency of the product
- Strengthen the marketing message and the loyalty of the consumer

PROCESS Steps to exporting cosmetic products to EU

- Following European law & EU-wide bans restrictions
- Product information file -Appoint a responsible person
- Claims about the product
- Container & packing comply EU requirements
- The Cosmetic Product Notification Portal

