

penol

GROUP 7

INTRODUCTION

- PEST model
- Competitors
- Trends
- Statistics
- Proposal
- Partnership
- Marketing plan
- Budget

PEST

POLITICAL - democratic, opened borders, immigrants, refugee crisis

ECONOMICAL - good economy, wealthy state, GDP in 2016 - 3.132

SOCIO-CULTURAL - modern, multicultural, 80 ml. population, 10% other nationalities

TECHNOLOGICAL - advanced, big technology industry, renewable energy 29%

GERMAN MARKET - COMPETITORS



TRENDS

- SUSTAINABILITY (*Nordic Swan Ecolabel*)
- COLORING BOOKS FOR ADULTS

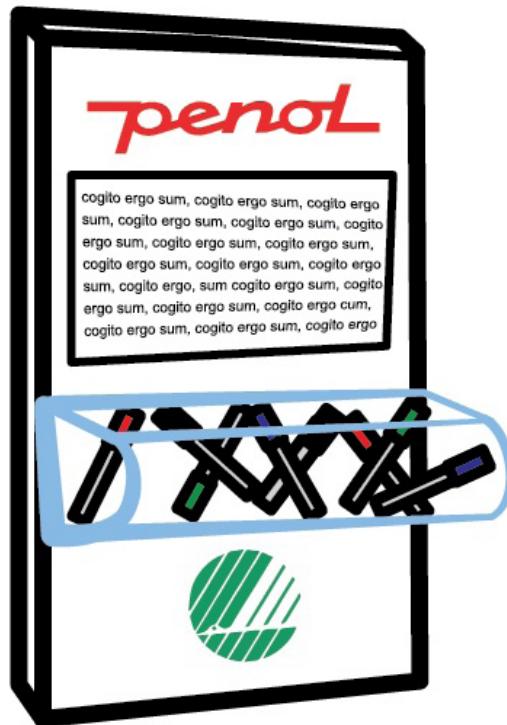


STATISTICS

- EUROMONITOR

<i>sales of writing instruments by category: % VOLUME GROWTH 2011-2016</i>			
% volume growth	2015/16	2011-16 CAGR	2011-16 Total
COLOURING	-0,2	-0,6	-3,1
MARKERS & HIGHLIGHTERS	0,2	0,4	1,9
PENCILS	-0,1	-1,6	-7,6
PENS	-0,6	-0,7	-3,4
WRITING ACCESSORIES	-0,6	-1,0	-5,1
WRITING INSTRUMENTS	-0,2	-0,7	-3,4

PROPOSAL



MAKE LOVE, NOT WALL.

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KATRINE IS
THE KING!

YOU'RE WORTHY.
YOU'RE LOVED.

Cogito ergo sum

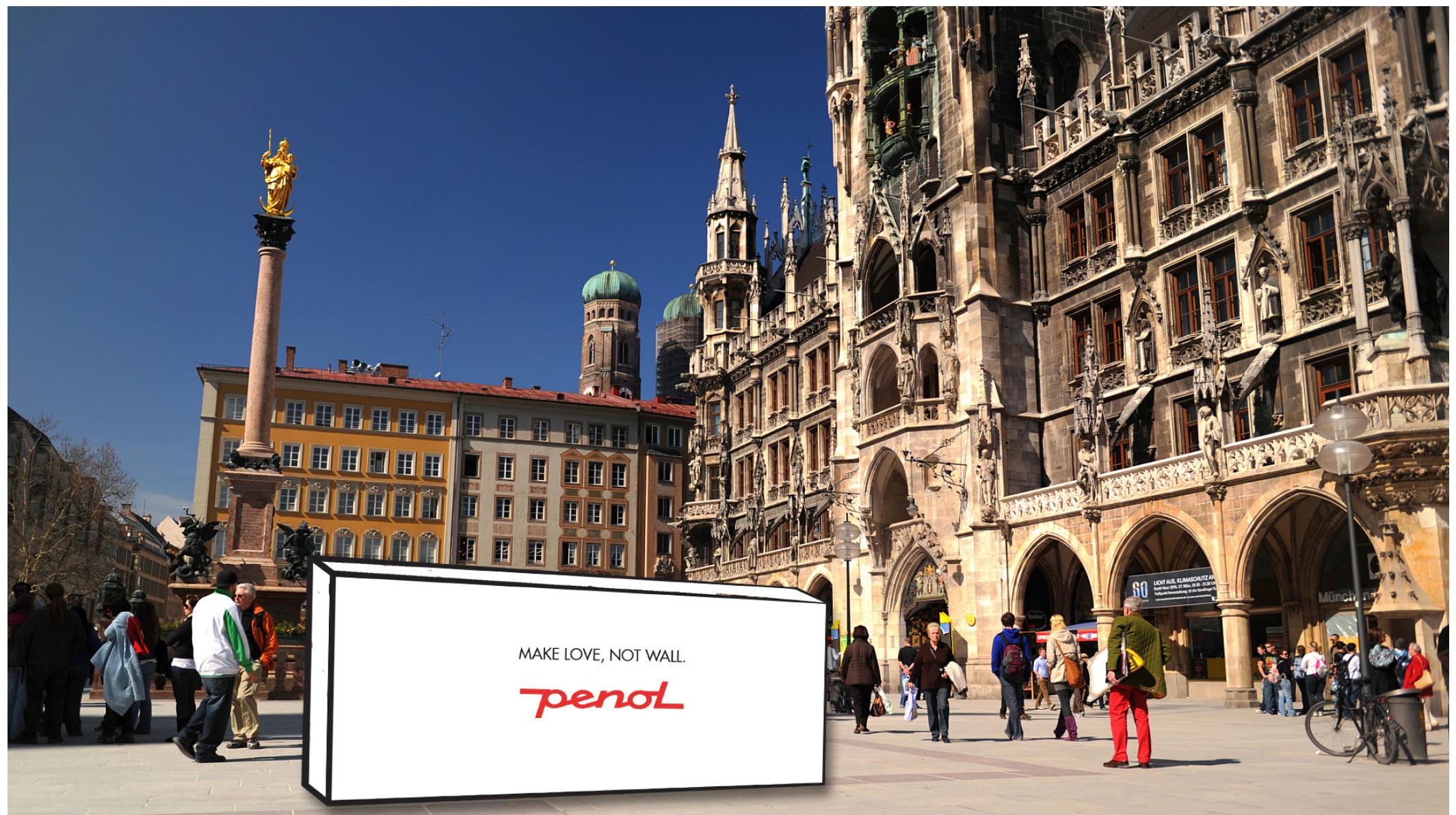


peace & love

I was here

love is the answer!





PARTNERSHIP

- Art galleries in Germany
- Exhibition
- Attention of young people
- Art awareness

MARKETING PLAN

TARGET GROUP

open-minded parents (customers) and their children (consumers)

TARGET AUDIENCE

passer-by's/pedestrians

MESSAGE

Come together, do not separate.

GOALS

creating attention and awareness of the brand in Germany

BUDGET

INSTALLATION	11,655 €
RENTING THE PLACE FOR THE INSTALLATION	1,200 €
SOCIAL MEDIA	240 €
WEBSITE	2,659 €
STAND	750 €
SHIPPING	547 €
SALARIES	14,156 €
<i>TOTAL MARKETING EXPENDITURES</i>	<i>31,207 €</i>
total revenue of the company*	364,456.15 €
marketing as a percentage of sales	8,5 %

*annual report from 2013 used

CONCLUSION

Germany= red ocean= strong competitors

SOLUTION:

- breakthrough campaign
- Danish market

THANK YOU FOR YOUR ATTENTION!