

~ Looks good!

~ Title could be more specific

The analysis of Netherlands



Good team

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1.0 Introduction

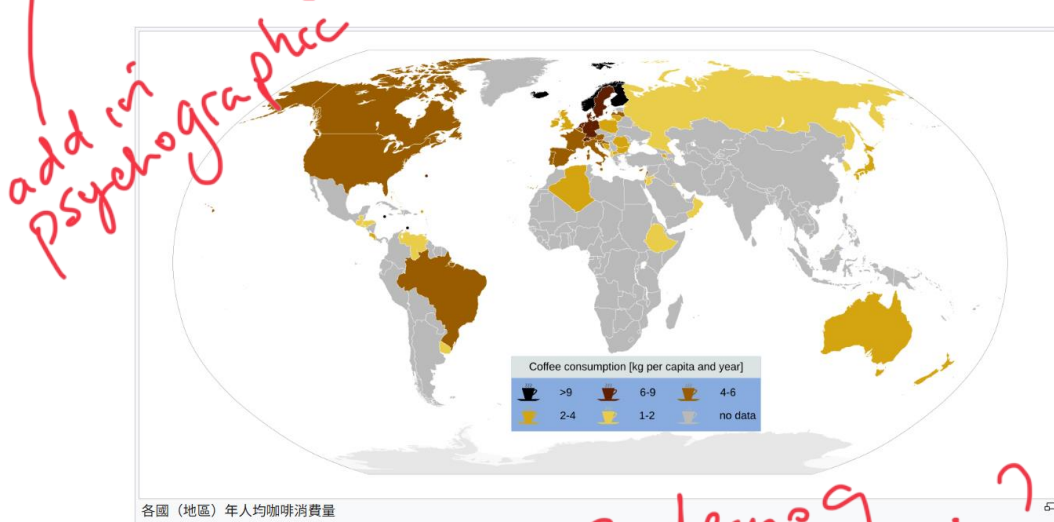
- Gukeng Coffee is a Taiwanese high-mountain specialty coffee known for its floral aroma, balanced acidity, and clean flavor. It is produced by small farmers in Yunlin who focus on sustainable and careful farming practices. ✓
- The Netherlands has one of the strongest specialty coffee markets in Europe. Dutch consumers are highly aware of where their products come from and care deeply about sustainability, ethical sourcing, and fair trade. They are also open to trying new and exotic coffee origins, making the Netherlands a promising market for a premium Asian coffee brand like Gukeng. ✓

add objectives (of report) here

2.0 STP

2.1 Segmenting

- **Geography:** In Dutch geography, the planning concept of "Randstad" views the capital, Amsterdam, and its surrounding areas as one vast metropolitan region. Because of this emphasis on regional connectivity—rather than distinguishing between urban and rural—we divide the Netherlands into the Randstad and the areas outside of it.
- **Demographic:** For Dutch age demographics, we divide individuals into three groups: 18 to 30 years old, 31 to 65 years old, and over 65 years old. Additionally, we categorize them by income level as low, medium, or high.
- **Psychographic:** The Dutch drink coffee with a high frequency throughout the day, ranking fifth globally among 143 countries. Because of this, we've structured their daily schedule around key coffee-drinking times: breakfast (before work), lunch, morning and afternoon coffee breaks (which are statutory work breaks), and dinner (after work, though this time slot is less commonly chosen for coffee).



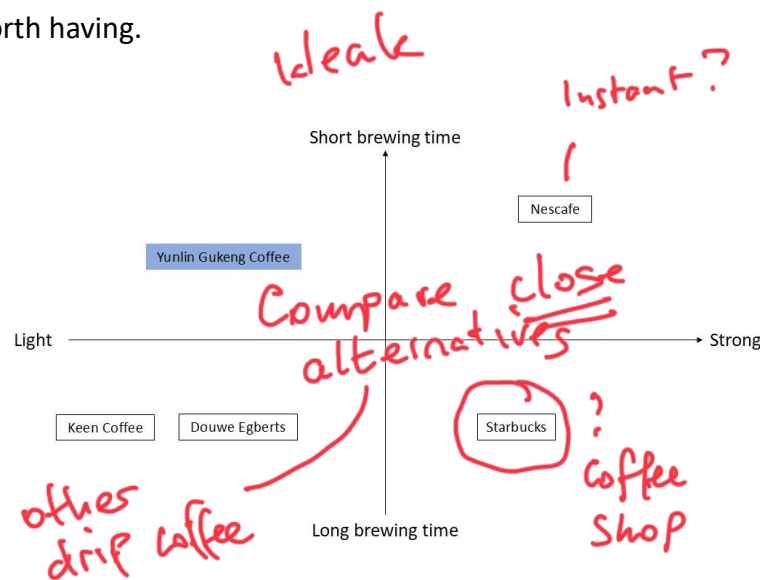
2.2 Targeting

Based on our segmentation, we've decided our target audience is office workers aged 31 to 65, residing in the Randstad area. We've chosen this group because our coffee is positioned as specialty coffee, which means it comes at a higher price point. Individuals between 31 and 65 typically have more stable incomes and are more

likely to be in the middle to high-income brackets. This demographic also tends to place a higher value on quality of life, which means they'll naturally prioritize the quality of their coffee.

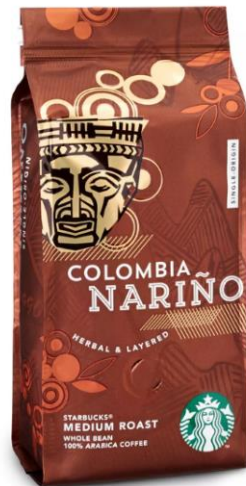
2.3 Positioning

Our Gukeng Coffee offers the perfect blend of convenience and high-quality specialty coffee. Its single-serve packaging makes it easy to carry, while the drip bag design ensures quick brewing. Owning this product not only allows you to savor a premium coffee experience but also showcases your refined taste in life. This is truly a product worth having.

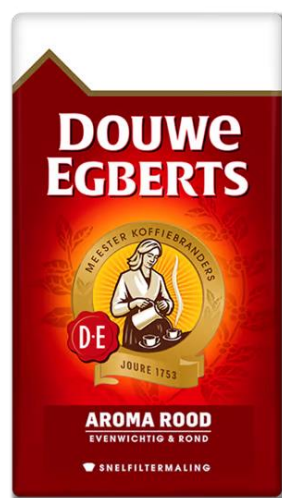


This is our positioning map. From the positioning map, we can see the features of our product and our competitors. The following is an introduction to the features of our competitors' product

- Colombia Nariño-Starbucks: It is a pour-over coffee, which means it requires a longer brewing time. This medium-roasted Colombian bean offers a rich and complex flavor profile with a bright acidity, spicy notes, and a lingering walnut-like finish.



- The Aroma Red Coffee-Douwe Egberts : Douwe Egberts has been the most popular coffee brand among the Dutch public since 1753. This pour-over coffee, made from a medium roast of both Arabica and Robusta beans, is well-known throughout the Netherlands for its mellow, soft taste and distinctive aromatic fragrance.



- Gold Espresso Instant Coffee-Nescafe: This instant coffee is perfect for those who need a quick brew, featuring convenient individual packaging for on-the-go enjoyment. Made with medium-roasted Arabica beans, it delivers a rich aroma and a smooth, full-bodied flavor.



- El Diamante Geisha-Keen coffee: Keen Coffee is a Dutch brand, and this is their signature pour-over coffee. It uses lightly roasted Geisha beans (Arabica), offering a rich cinnamon aroma complemented by fruity notes of peach and red apple, along with a hint of floral sweetness, making it a truly unique coffee product.



3.0 Product



Globally, the Dutch are notable for their high frequency of daily coffee consumption. In modern society, there's a growing trend towards pursuing a high-quality lifestyle. This means Dutch consumers not only focus on the taste of their coffee but also on the safety of the product itself, for instance, ensuring it's free from detectable heavy metals or pesticide residues. To address this, we commit to annually sending our coffee beans to the SGS testing center. This ensures regular checks for pesticide residues, heavy metal contamination, and mycotoxins, guaranteeing the safety of our coffee products.

For office workers, a key factor during their coffee break is how quickly they can get a delicious cup of coffee. Firstly, unlike pour-over coffee, which demands a longer brewing time and a more complex preparation process—requiring multiple tools during brewing and considerable time for cleanup and disposing of coffee grounds afterward—our product enables quick enjoyment of coffee, perfect for short breaks like a coffee break. Secondly, while instant coffee can be prepared quickly, its extensive processing often leads to a diminished flavor compared to drip-bag coffee, which better preserves the coffee's original taste. Considering these two points, our drip-bag coffee stands out. It offers a superior solution, poised to gain significant traction in the Dutch market.

Furthermore, our drip-bag coffee boasts a rich and multi-layered aroma with a mild taste. This makes it an ideal choice for morning and afternoon coffee breaks, perfect for enjoying while chatting with friends or colleagues.

4.0 Pricing

- We adopt a premium pricing strategy because Gukeng coffee is a unique and high-quality product. If the price is too low, customers may doubt its value and quality. Price is often the first factor customers use to judge a product, and we believe a higher price highlights the coffee's distinctiveness and quality.
- Our coffee beans come from Gukeng, Yunlin in Taiwan, a clean environment with an ideal climate. They are carefully hand-processed and roasted to create a stable flavor profile with fruity and nutty notes, setting it apart from regular coffees. Based on research, specialty coffee in the Netherlands typically costs between €10 and €18 per 250g. We have set our price at €16 to match the product's quality and market positioning. *check - think*
- The product's cost floor is about €13, which includes international shipping and taxes. We provide free shipping within the EU. To meet different customer needs, we also offer various packaging options such as drip bags and gift boxes.
- There is no fixed price ceiling as we accept customized and bulk orders with prices adjusted according to demand. Customers willing to pay a higher price will enjoy a premium Gukeng coffee experience that meets their expectations.

5.0 Promotion

Gukeng coffee has a unique origin and rich flavor. Besides sharing product photos, we also create videos that show the coffee's cultivation and roasting process, allowing consumers to deeply experience the quality and story behind the coffee, further sparking their interest and desire to purchase.

5.1 Facebook & Instagram

Short on what messages and how

Facebook is one of the most popular social media platforms in the Netherlands, especially among middle-aged and older users. It offers a wide range of features including personal profiles, photo sharing, status updates, and group interactions. The platform is widely used for both social connections and business marketing. Instagram, on the other hand, is particularly popular among younger audiences in the Netherlands. It focuses on photo and short video sharing, making it an ideal platform for brands and influencers to engage with consumers. Both platforms play

significant roles in Dutch social media usage and marketing strategies.

5.2 WhatsApp

WhatsApp is the most widely used messaging application in the Netherlands. It is deeply integrated into daily life, used for everything from family chats to business communication. Unlike traditional social media, WhatsApp offers a more direct and personal connection with users. This makes it an effective tool for brands to engage with customers through group broadcasts, one-on-one service, and timely promotions. With its high open rate and frequent usage, WhatsApp plays a vital role in digital marketing strategies in the Dutch market.

5.3 TikTok

TikTok is one of the fastest-growing social media platforms in the Netherlands, especially popular among younger users. It's deeply integrated into daily life as people watch, create, and share short videos for entertainment and connection. Unlike traditional social media, TikTok's algorithm allows brands to reach a wide, engaged audience quickly. This makes it an effective tool for brands to promote products through creative content, challenges, and influencer partnerships. With its high user engagement and viral potential, TikTok plays a crucial role in digital marketing strategies in the Dutch market.

We will use these social platforms to share promotional videos of Gukeng coffee and organize sales events based on Dutch shopping habits. For example, during Black Friday in November, we will offer discounts to attract more customers, boost sales, and increase brand awareness.

6.0 3P

6.1 People

---Coffee Roasting Partner

Our coffee beans are sourced directly from Gukeng, Taiwan, and roasted by skilled, experienced local artisans. Roasting plays a critical role in the final flavor and aroma of the coffee, and we work exclusively with partners who understand the unique character of Gukeng coffee and can consistently deliver high-quality results.

We emphasize customized roasting—each batch is adjusted according to customer preferences, whether they favor fruity acidity, bold body, or balanced profiles.

Precision in every detail is essential to maintaining our brand's reputation in European markets, especially in the Netherlands, where consumers are highly selective about specialty coffee.

---Website Customer Service & Logistics Coordination Staff

As we rely on e-commerce as our primary sales channel, and all orders are fulfilled from Taiwan to Europe, our front-line customer service team plays a vital role. They must be well-versed in our product offerings (varietals, processing methods, roast levels), and have a strong understanding of production timelines, international logistics, EU food labeling requirements, and customs procedures.

We provide comprehensive pre-employment training, and prioritize candidates with CEFR B2-level proficiency in Dutch or English, to ensure smooth communication with customers in the Netherlands. Familiarity with local preferences—such as lighter roasts with floral and fruity notes being popular—enables our team to provide tailored recommendations that enhance the customer experience and build loyalty.

Additionally, our website management staff is responsible for organizing and batching customer orders twice a week before sending them to our roasting partner. This streamlined system improves efficiency and ensures consistent quality across shipments.

So who is
your target?

who?

* think
simple - how
do people support
getting coffee -> customer?

6.2 Process

↓ returns? / Problems?

Common Issues Consumers May Face When Buying Gukeng Coffee

- Not familiar with different coffee bean varieties and flavors, making it hard to choose

where?

→ We provide clear flavor charts explaining the characteristics and taste profiles of each coffee bean type, helping customers select the perfect Gukeng coffee for their preferences.

- Roasting and shipping take time — how can I track my order status?

→ After order confirmation, we regularly update customers with photos and messages about roasting and packaging progress to keep them informed. When shipped, we provide tracking information and estimated delivery times so customers can monitor their order's journey.

- What if issues arise during roasting or shipping?

→ We do not use automated chatbots. Our trained customer service staff personally respond during working hours to assist customers promptly and ensure a smooth, worry-free shopping experience.

6.3 Physical evidence

with your service e.g. order receipts

1. "Every cup of coffee is a blend of nature and craftsmanship." We value every detail from bean to cup. During roasting and packaging, we capture real-time photos and compile them into a small booklet sent with the product, allowing customers to appreciate the purity and care behind Gukeng coffee.

2. Each package includes a coffee freshness pack and a simple brewing guide to help customers maintain optimal flavor and freshness, demonstrating our ongoing commitment to quality and customer experience.

7.0 Conclusion

This study proposes an international marketing strategy for the Taiwanese local brand "Yunlin Gukeng Coffee" to enter the Dutch market, based on the STP model as well as the 4P and 3P marketing frameworks. The target demographic is middle- to high-income working professionals aged 31 to 65 in the Randstad region of the Netherlands, who value quality of life and coffee flavor—making them ideal consumers of specialty coffee.

The product adopts a drip bag design that combines quick brewing with the rich, handcrafted taste of locally roasted beans. All products undergo SGS testing to ensure food safety. A premium pricing strategy is employed (€16 per 250g), with multiple packaging and customization options to enhance perceived value.

In terms of promotion, the strategy utilizes Facebook, Instagram, WhatsApp, and TikTok to boost brand visibility through multimedia content and seasonal discounts. Sales and customer service are conducted via e-commerce, supported by a bilingual service team responsible for logistics and customer support to ensure a smooth experience.

Overall, this strategy effectively integrates brand identity, market demand, and local cultural preferences, demonstrating strong potential for the internationalization of Taiwanese specialty agricultural products. Future directions may include incorporating cultural storytelling and sustainability efforts to further expand brand depth and market reach.