

Nice looking!



International marketing



The analysis of Finland.

Team OH: high five

Add date

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Agenda

✓ what about objectives?

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Introduction

This one is Taiwan Alishan Leye Zouzhuyuan Geisha, which is grown in black soil areas and harvested under the sun. The dry aroma of this coffee is cherry and coffee; the wet aroma is passion fruit, apple, and orange, and the flavor is the sour and sweet aroma of apple and orange. This coffee won 9th place in the Taiwan Cup of Excellence Competition.

Finland has the highest per capita coffee consumption in the world, with each person consuming about 12 kilograms annually. Coffee has become an integral part of social life for Finns, often enjoyed during gatherings and everyday interactions. Most of the coffee in Finland is prepared using drip coffee machines, and locals generally prefer lightly roasted coffee for its smooth and mild flavor. ✓

STP

objectives?

Segmenting

Geographic

Geography we segmented Finland into city regions based on geography, focusing on the southern, eastern, and western parts of the country.

Demographic

In the demographic part, we divided it into <18, 18-24, 25-45, 46-60, over 55 years old according to age. In addition, we also divided the mid-high, and high parts according to the level of income.

Psychographic

what does it mean?

Our psychographic segmentation includes four consumer types: traditional-oriented drinkers who value heritage and routine, social connectors who enjoy sharing drinks in social settings, quality seekers who

prioritize premium taste and craftsmanship, and practical drinkers who focus on convenience and functionality.

Targeting

Our target customers are high-income groups under 18 and over 25 years old who live in cities. Their preference for marquetry is to like Love sub-roasting and quality coffee.

Positioning

Drip coffee is positioned in the mid-to-high price range, emphasizing its premium quality, ease of preparation, and diverse flavor options to appeal to modern consumers.

4P

Product

Okla coffee has won the first prize in the coffee evaluation competition since 2022. Then, coffee's aroma is very rich such as fruity or tea aroma. Actually, there is an interesting story behind it. There is a woman named Yangui, whose family is not wealthy since she was a child, and her relationship is not very smooth. However, she did not lose her will, but relied on her strong willpower and rich tea knowledge to grow the first batch of Taiwan Alishan Tefuye Yangui CoEee in 2007. It is a brand that combines direct production and sales integration. Okla always keep best and constant temperature and humidity environment to maintain the freshness and quality of coffee beans.

Place

Ruohonjuuri

Ruohonjuuri was founded in 1982. It's a supermarket brand centered around organic products, sustainability, and healthy living. It specializes in organic foods, natural supplements, eco-friendly cleaning

↓ Any changes for your target market?

oops! ✓
Link more clearly to segmentation
eg. psych & behavior

products, and natural beauty items. It is one of Finland's most well-known retailers of sustainable living. All products are carefully selected with a strong focus on environment friendliness, fair trade, and human health. I believe our product—drip coffee with eco-friendly packing and sustainable sourcing—aligns well with Ruohonjuuri's values, making it an excellent marketing channel for entering the Finnish market.

S Group

The S Group is a Finnish retailing cooperative organization. It was originally established to provide its members with reasonably priced, high-quality products and services. Its core values include being customer-oriented, continuously renewing and innovating, taking responsibility for people and the environment, and ensuring profitable operations. Our drip coffee not only offers quality at an affordable price, but also aligns with the S Group's vision of internationalization in an increasingly global Finnish market. By introducing our product, Finnish consumers will have the opportunity to enjoy specialty coffee from Taiwan and get to know the OKLAO brand.

Participate in coffee expo

Helsinki Coffee Festival is Northern Europe's largest coffee festival. Visitors can taste coffee from both small and large roasteries, try out coffee equipment, learn different home brewing methods, and discover new favorite flavor. As a new brand in Finland, we want to seize this opportunity to showcase coffee from Taiwan to Finnish consumers, attracting more people with our unique coffee flavors. This way, we can deepen our presence in the local coffee market.

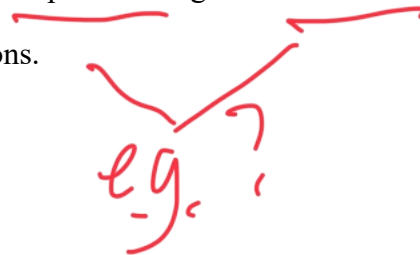
Pricing

Our pricing strategy considers several approaches, including market skimming (setting a high initial price), penetration pricing (offering a low price to enter the market), market holding (maintaining a stable price to sustain market presence), and cost-plus pricing (setting price based on cost plus a margin).

→ which?

We chose a mid-to-high price point because our product emphasizes high quality, convenience, and variety of flavors. Customers often associate low prices with lower quality, and may doubt the credibility of a premium product offered at a low price. Therefore, a higher price supports our quality positioning.

Additionally, our production process justifies the higher cost, ensuring premium materials, consistent taste, and reliable convenience. We also remain mindful of price ceilings and floors to ensure competitiveness and compliance with market expectations.



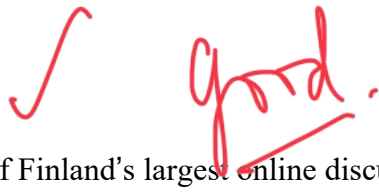
Promotion

Jodel

Jodel is a location-based social media app popular mainly among young adults and university students. Unlike traditional social networks, Jodel allows users to post anonymous messages, photos, or videos that are visible only to people within a certain geographic radius.

On Jodel, users can promote coffee by sharing local coffee shop recommendations, posting fun coffee experiences, and organizing meetups or tasting events nearby. They can also anonymously share special deals, ask for drink recommendations, or create coffee-related challenges to engage the local community.

Suomi24



Suomi24 is one of Finland's largest online discussion forums, covering a wide range of topics from lifestyle to local events.

Users can promote coffee by sharing reviews and recommendations, discussing coffee-related events or promotions, and asking for brewing tips. Additionally, many users engage in conversations about environmental issues, which can spark meaningful discussions and attract environmentally conscious consumers.

Facebook, Instagram

There are 3.86 million Facebook users in Finland, mostly aged between 35 and 65 years old. Therefore, on this platform, we should focus on quality content and advertising that appeals to their taste.

Instagram has about 2.59 million users in Finland, with the majority aged 18 to 34 years old. Thus, we can leverage influencers to create coffee-related videos to attract younger consumers. This approach can help increase our market share.

3P

People:

In OKLAO's marketing strategy, people play a vital role, covering every touchpoint from origin to customer. First, our coffee quality and technical team—including Q-graders, roasters, lab technicians, and quality control staff—ensures the flavor consistency of every batch and adjusts roast profiles to match Finnish preferences. Their expertise is the foundation of our product's premium quality and supports our mid-to-high price positioning.

Next, the customer service team, consisting of multilingual e-commerce agents and support staff, handles inquiries related to products and logistics. Their professional yet empathetic communication creates a positive shopping experience, which is essential in building trust and loyalty among Finnish consumers who value both quality and service.

Our brand ambassadors and community promoters, such as local micro-influencers, university reps, and café partners, share the OKLAO story through platforms like Jodel, Suomi24, and Instagram. By translating our Taiwan-origin narrative into culturally relevant content, they increase brand awareness and foster authentic engagement.

Lastly, the fulfillment and logistics team plays a key role in ensuring that coffee shipped from Taiwan arrives in Finland fresh and on time. From vacuum-sealing and climate-controlled transport to warehouse management, their efficiency directly affects customer satisfaction and product integrity.

Together, these four groups form a complete people-powered value chain. They don't just deliver coffee—they bring the spirit of Taiwanese craftsmanship and dedication into every cup.

Process:

Problems that consumers may face during shopping:

- ◆ Quality assessment can be difficult, especially when buyers cannot sample the product directly or lack professional knowledge
- ◆ Buyers can request samples before placing bulk orders and work with certified cuppers to evaluate coffee quality. Implementing standardized grading systems also helps ensure consistency.
- ◆ Customs procedures, weather, or shipping congestion.
- ◆ To keep coffee fresh, use vacuum-sealed bags and climate-controlled transport. Roast to order, minimize storage time, and store in a cool, dry place away from light and air.

Physical evidence

- ◆ **Eco-friendly packaging:** Recyclable bags and biodegradable coffee pods.
- ◆ **Sustainable sourcing:** Direct trade with local farmers supports ethical and eco-friendly farming.
- ◆ **Brand image for shops and cafes :** Physical stores and coffee shops display a consistent visual identity and professional equipment. In addition, customers can improve their understanding of coffee through the experience of physical stores.

Conclusion

OKLAO Coffee, known for its award-winning Taiwan Alishan Geisha, offers rich flavors and a meaningful brand story rooted in passion and quality. The brand maintains freshness through careful temperature and humidity control, ensuring premium coffee.

Targeting Finland's high-income urban consumers who prefer lightly roasted drip coffee, OKLAO positions itself as a mid-to-high-end brand that meets local tastes and expectations.

Marketing uses platforms like Jodel, Suomi24, Facebook, and Instagram to engage different age groups with authentic content and promote sustainability and ethical sourcing.

By providing samples, clear quality grading, eco-friendly packaging, and a strong physical presence, OKLAO builds trust and educates consumers, creating a complete strategy to succeed in Finland's coffee market.

Reference

1. [Info About](#)
2. [S-ryhmä - S-ryhmä](#)
3. [Our Story | Ruohonjuuri Oy](#)