

International Marketing



The Analysis of Poland

S1263001 Caleb

S1263023 Tim

S1263040 Josh

S1263051 Vicky

S1263053 Patty

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family names
not p.l*

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1. Introduction

This report explores key aspects of Poland's market and cultural environment to evaluate its potential for international business expansion. With its strategic location in Europe and a strong industrial and service sector, Poland presents promising opportunities for global marketers, and also to be a potential market for the optimal tool box.

2. Objectives

1. Collecting relevant information about Poland's economy.
2. Exploring Polish traditional culture and customs.
3. Experiencing the daily life of Polish people through simulation.

3. Economy

1. population and transportation

• Population

Poland has a population of about 38 million. Major cities include Warsaw (1.8 million), Kraków (800,000), Łódź, Wrocław, and Gdańsk. The population density is around 123 people per square kilometer. Most of the population is ethnically Polish (97%), with minorities such as Ukrainians, Germans, and Belarusians.

The gender ratio is nearly balanced, with 52% female and 48% male. Life expectancy is around 78 years, with women living longer on average.

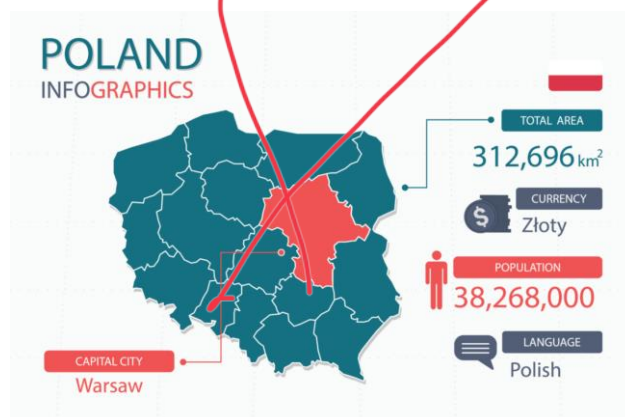
In terms of age, 15% of the population is under 15, 61% are of working age, and 24% are over 65, indicating an aging population and low birth rate, which pose challenges to the labor force and social welfare system.

• Transportation

Poland has a well-developed transportation system, making it easy to travel between cities and around urban areas.

1. Public transport

Major cities like Warsaw and Kraków offer metro, bus, and tram services. These public transport options are efficient and commonly used for daily commuting. Tickets are generally priced based on time, such as 20-minute or 75-minute tickets.



2. Railway

Poland has an extensive railway system, with high-speed trains like Pendolino connecting major cities such as Warsaw, Kraków, and Wrocław. There are also InterCity and Regional trains for convenient travel between cities and nearby towns.

3. Bus service

FlixBus operates an affordable and reliable network of buses, providing both domestic and international routes. It is an excellent option for long-distance travel across Poland and neighboring countries. ✓

4. Air transport

Warsaw Chopin Airport is the busiest and largest international airport in Poland, serving a wide range of flights to destinations around the world. LOT Polish Airlines, the country's flagship carrier, operates both domestic and international routes, connecting Poland to major cities globally.

5. Cycling and scooters

Shared bicycles and electric scooters are commonly available in major cities for short trips. They offer an eco-friendly and convenient way to get around quickly.

What is the source of the info? Use footnotes or end notes

2. Economic Statistics

- Gross National Product (latest):

Poland gnp for 2023 was **\$723.68B**, a **3.67% increase** from 2022

- Income per capita & family income:

Poland Annual Household Income per Capita reached 7,645.611 USD in Dec 2023

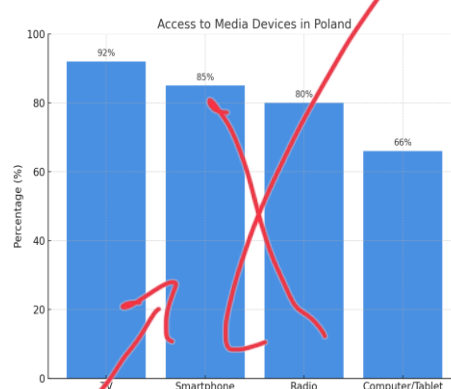
- Distribution of Wealth

Inequalities in Poland are one of the largest in Europe. In 2018, the share of income accrued to the top 10% is 37.4%, to the middle 40% is 41.1%, and to the bottom 50% is 21.5%. The top 1% earns 13.4% of the total income.

3. Media & Communication and internet

- Dominant forms of media

Poland's mass media include TV, radio, cinema, newspapers, magazines, and the internet. A 2022 study shows 92% have TV access, 85% smartphones, 80% radio, and 66% comp

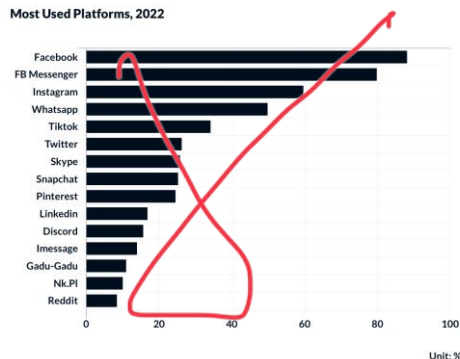


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users or tablets. Digital media are rising, but traditional media like TV and radio remain important.

- Use of social media

As you can see in the left figure, In 2022, the top social media platforms in Poland were Facebook, Instagram, and WhatsApp. Many also used TikTok, Twitter (X), Pinterest, and LinkedIn for professional networking. Poles are active on both local and global platforms, using social media for communication, marketing, and public discourse.



- Types and quality

Poland has a strong communication and internet system. Broadband (fiber, cable, DSL) is widely available with speeds up to 1 Gbps. Mobile internet offers full 4G and growing 5G coverage, with average speeds of 120 – 150 Mbps (broadband) and 40 – 70 Mbps (mobile). Major providers include Orange, T-Mobile, Plus, and Play. Public Wi-Fi is common, and mobile phones are the main communication tool as landline use declines. Postal and courier services are efficient, supporting e-commerce.

4. Distribution channels

Direct Sales

- B2B (Business to Business): Polish companies often sell directly to other businesses through sales representatives, trade shows, or direct contracts.
- B2C (Business to Consumer): Some brands or products are sold directly to consumers via company-owned retail outlets, online stores, or customer service centers.

Retail Channels

- Supermarkets and Hypermarkets: Major chains like Biedronka, Lidl, Auchan, and Carrefour dominate the retail market. They offer a wide variety of goods, from food to electronics and household products.
- Convenience Stores: Smaller stores like Żabka or Stokrotka are key players in urban and suburban areas, catering to daily essentials.

E-Commerce

- The e-commerce sector in Poland is growing rapidly. Major platforms like Allegro (the largest online marketplace in Poland), OLX, and Ceneo are widely used for buying products online.
- Global players like Amazon and eBay also operate in Poland, and local Polish companies are increasingly investing in digital retail.

Wholesalers

- Wholesale distribution is common in Poland for bulk purchases, especially for small and medium-sized enterprises. Wholesalers provide goods at a lower cost to resellers or smaller businesses.
- Examples include Eurocash and Makro Cash & Carry, which serve various sectors such as food, electronics, and industrial goods.

Distributors and Agents

- In some industries (like automotive, machinery, or high-tech equipment), companies use distributors or agents who take responsibility for getting the product from manufacturers to local stores or customers.
- These distributors often handle import, warehousing, and logistics.

Franchising

- The franchising model is widespread in Poland, especially in the fast food, retail, and service sectors. International brands such as McDonald's, KFC, and Starbucks use this method, as do local Polish franchises.

Logistics and Delivery Companies

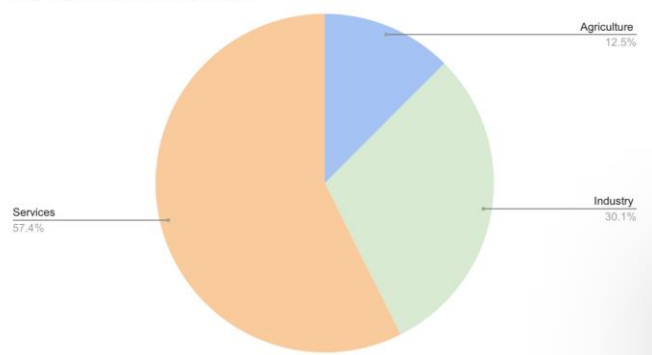
- Companies like InPost, Poczta Polska (Polish Postal Service), and DPD are crucial for both domestic and international distribution, especially for e-commerce and small business logistics. ✓

5. Dominant economic activity

- **Industry and Manufacturing**

The industrial sector plays a crucial role in Poland's economy, accounting for about 30.1% of GDP. Key industries include machine manufacturing, telecommunications, environmental technologies, transport, construction, food processing, and information technology.

GDP-composition, by sector of origin



- **Services Sector**

↓ use styles ↓

Figure x —

The services sector is the largest component of Poland's economy, contributing approximately 57.4% to the GDP. This sector encompasses various industries, including finance, retail, tourism, and business services.

- **Agriculture**

Agriculture remains a vital part of Poland's economy, with the country being one of the largest food producers in the European Union. Poland is known for its production of wheat, potatoes, apples, poultry, and dairy products. The agricultural sector benefits from fertile soils and a favorable climate, supporting a wide range of crops and livestock.

- **Information Technology and Business Services**

Poland's IT sector has experienced rapid growth, with cities like Warsaw, Kraków, and Wrocław emerging as hubs for software development, cybersecurity, and business process outsourcing (BPO).

- **Trade and Logistics**

Poland's central location in Europe makes it a strategic player in trade and transportation. Approximately 30% of Poland's GDP is generated from goods exports, primarily to other European countries.

- **Finance and Banking**

The financial sector in Poland is expanding, with Warsaw establishing itself as a regional financial center. The country's banking system is stable, and there is a growing presence of both domestic and international financial institutions.

- **Tourism**

The country's rich cultural heritage and diverse landscapes make it a popular destination in Europe.

OK.

6.Currency & trade restrictions

- **Currency Exchange Controls**

Polish business entities are permitted to open bank accounts in various currencies, though in practice, Polish banks typically offer accounts in the most widely used currencies such as the Euro (EUR), British Pound (GBP), and U.S. Dollar (USD). Transfers of funds to and from Poland are generally unrestricted, encompassing payments for services, goods, dividends, interest, and other financial

al transactions. However, as of January 1, 2025, cash payments in transactions between entrepreneurs are limited to 15,000 PLN.

1 Polish Zloty (PLN) is approximately 0.2584 USD, 0.2388 EUR, 1.8801 CNY, and 8.2184 TWD.

- **Trade Restrictions**

As a member of the EU, Poland adheres to trade policies established by the union. While all business entities operating in Poland, including foreign companies, have equal access to international trade, this access is subject to EU-imposed trade policy measures. Certain goods require licenses for import or export, particularly those related to dual-use technologies (civil and military applications), specific chemicals, narcotics, psychotropic substances, and cultural artifacts.

Culture

1. Geographic

Location:

Poland is located in Central Europe, bordered by Germany (west), Czech Republic & Slovakia (south), Ukraine & Belarus (east), Lithuania & Russia (Kaliningrad Oblast) (north). It also has a northern coastline along the Baltic Sea.



Climate:

Temperate Oceanic Climate (Cfb)

Location: Western and northern Poland, including areas near the Baltic Sea.

Characteristics:

- Mild winters and cool summers.
- Evenly distributed precipitation throughout the year.
- Influenced by the Baltic Sea, leading to smaller temperature variations.

Humid Continental Climate (Dfb)

Location: Central and eastern Poland.

Characteristics:

- Colder winters, with temperatures dropping below -10°C (14°F).
- Warmer summers, with temperatures reaching 25 – 30°C (77 – 86°F).
- More precipitation in summer, with snowfall common in winter.

Mountain Climate (Dfc/Dfb) ?

Location:

Southern Poland, in the Carpathian and Sudeten Mountains.

Characteristics:

- Colder temperatures, with long, snowy winters.
- Cool summers, ideal for hiking and outdoor activities.
- Higher precipitation levels, with frequent rain or snow year-round.

2.Social institution

Poland's social institutions cover family, education, religion, government, and healthcare, playing a crucial role in social development and cultural preservation.

- **Family**
Family is central to Polish society. Multigenerational households are common, and holidays like Christmas are highly valued. The government supports families through programs like 500+.
- **Education**
Poland offers free compulsory education and quality higher education. Universities such as Jagiellonian and Warsaw are well-known. The literacy rate is high, with strong interest in science and humanities.
- **Religion**
About 90% of Poles are Roman Catholic. Religion influences national traditions, though younger people are becoming more secular. ✓
- **Government and Political Institutions**
Poland is a democratic republic with a parliamentary system. The President is head of state, the Prime Minister handles governance. Poland is part of the EU, NATO, and UN.
- **Healthcare and Welfare**
Poland provides universal health care funded by social insurance. Welfare programs include pensions, maternity leave, and support for low-income families.

3.Political & Legal System

- **Political Structure**

Poland's government takes the form of a parliamentary republic , whereby the president is the head of state and the prime minister is the head of government.

- **Type of Legal System**

The Polish legal system is based on the continental legal system. The supreme law in Poland is the Constitution of Poland

4.Social Organization

There are different types of organizations in Poland

1.Foundations 2.Trade unions 3.Faith-Based organizations 4.Associations

Well known social organizations in Poland:

WOŚP Healthcare(Children' s Hospitals),

Helsinki Fundacja Praw Człowieka(Human Rights)

Greenpeace Polska(Environment)

5.Religion&art

- **Religion**

Poland is predominantly a Catholic country, with about 85% of the population identifying as Roman Catholic.The Catholic Church plays a significant role in Polish culture, traditions, and daily life. Major religious events, such as Easter and Christmas, are widely celebrated.

Other religions, including Orthodox Christianity, Protestantism, and Judaism, have smaller communities.

- **Art**

1. Medieval Art:

During the Middle Ages, Polish art was heavily influenced by Christianity, with Gothic architecture and religious paintings dominating the scene.

2. Renaissance & Baroque:

In the 16th and 17th centuries, Poland embraced the Renaissance and Baroque styles, shifting from purely religious themes to more secular and aristocratic subjects.

3. Street Art:

Today, cities like Łódź and Warsaw are famous for vibrant street art and murals. Poland's art scene is vibrant and dynamic, with street art gaining popularity as a form of social and political expression.

6. living condition & clothing

- Diet and nutrition & Typical meals

The country's known best for its hearty traditional foods including stews, meat and potatoes, beer and vodka, staples (especially rye and wheat), and their most famous food "pierogi". Half of all Polish land is arable, which means they also produce a wide range of food such as grains and root vegetables.

- Meat and vegetable consumption rates

Per capita meat consumption in Poland is around 70-75 kg per person, most consumed types are pork, beef, and poultry; vegetable consumption is approximately around 100-110 kg per person, most commonly consumed are carrots, cabbage, and potatoes.

- What type of housing: In general, there are five types of housing in Poland

1. Concrete blocks: The most popular communist-era housing which can be seen in almost every city, from small towns to the biggest agglomerations



2. Kostka Polska (Polish Cube): The most popular design for a family home during the communist era which can be found almost anywhere, both in the villages and the cities.

3. Townhouse: Typical downtown of most Polish cities and towns consists of townhouses adapted from old rich homes into something more manageable.



4. New apartment: The most popular form of housing nowadays and range from low-rent cheap and small apartments to luxury penthouses.

5. Modern house: Such houses can be found literally everywhere nowadays, normally in the city suburbs and smaller towns. Their price varies depending on the choice of materials and the location.

- What types of clothes are worn (home & at work)

At home, they wear casual and comfortable clothing like T-shirts, sweatshirts, and hoodies. They also wear sweaters or fleece in the winter. Pants they wear are joggers, leggings, or sweatpants.

At work, males usually wear suits or casual business wearings; while females wear blouses, skirts or tailored pants.

7. Language

The official language of Poland is Polish, while English is also used in major cities and tourist destinations. Polish characters:

A a	Ą ą	B b	C c	Ć ć	D d	E e	Ę ę
[a]	[ɔ]	[b]	[c]	[ɕ]	[d]	[e]	[ɛ]
F f	G g	H h	I i	J j	K k	L l	Ł ł
[f]	[g]	[h]	[i]	[j]	[k]	[l]	[ɫ]
M m	N n	Ń ń	O o	P p	R r	S s	
[m]	[n]	[ɲ]	[o]	[p]	[r]	[s]	
Ś ś	T t	U u	W w	Y y	Z z	Ż ż	
[ɕ]	[t]	[u]	[w]	[y]	[z]	[ʒ]	
Digraphs and trigraphs							
ch	cz	dz	dź	dz	z	sz	ci
[x]	[t͡ʃ]	[d͡z]	[d͡ʒ]	[d͡z]	[z]	[ʃ]	[t͡ɕ]
dzi	gi	(e)hi	k	ni	si	zi	
[d͡ʒi]	[g]	[ɛ]	[k]	[n]	[s]	[z]	

Summary form

This part is missing

Poland's strategic geographic location is the most important aspect of our economic analysis. As a transportation and trade hub in Europe, Poland connects Western and Eastern markets, with a well-developed logistics and infrastructure network that is crucial for international trade and investment.

One important aspect of Polish culture is the central role of family in everyday life. This emphasis on family shapes social norms, government policies (such as child support programs), and personal relationships. Respect for elders, a sense of duty to relatives, and close-knit support systems all reflect how deeply ingrained family values are in both urban and rural areas of Poland.

Customers can make our product a valuable part of their lives by including it in their regular automotive maintenance toolkit. Whether they're professional mechanics or DIY car owners, this set becomes a go-to solution whenever they face broken glow plugs or thread damage in diesel engines. By having it on hand, customers gain confidence and independence to handle repairs quickly and effectively without waiting for service appointments or paying high repair costs. It's a smart investment that supports long-term vehicle care and builds mechanical skills over time.

Conclusion

Focus - tools

- Population

Poland's 38 million people, concentrated in major cities like Warsaw and Kraków, create strong demand for automotive tools. High vehicle ownership and a dense population mean many car owners and mechanics need reliable repair kits for maintenance.

- Transportation

Poland's extensive transport network, including cars, buses, and high-speed trains, requires regular vehicle maintenance. With major brands like Mercedes, VW, BMW, and Toyota widely used, the demand for professional repair tools, including glow plug removal sets, remains high. This can be a potential country for our tool box.

- **Currency & Trade**

Poland allows transactions in EUR, GBP, and USD, making business operations smooth. With minimal trade restrictions under EU regulations, importing and selling automotive tools is straightforward, ensuring an easy market entry.

Reference

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International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Five Guys

ORGANIZATION:

Report received? Yes All peer reviews? Yes PPT ready? Yes

PRESENTATION START – does it fit with feedback and class review? Choose an item.

Good afternoon! My name is XXXX and these are my team members YYYY, ZZZZ and NNN. The objective of today's presentation is _____. The presentation will last about 10 minutes. Our agenda is in X parts. First . . . Second . . . Let start with, [First agenda point]

PRESENTATION FLOW

General points presentation organization:

- Is there are clear agenda and, so structure? Yes - very clear
- Is there animation? Sometimes! Inconsistent
- Is the style consistent e.g., are font sizes the same through the presentation? No - the style keeps changing
- Do team members listen to each other? Choose an item.
- Does this look like a team? Choose an item.

Specific notes on presentation content

Animate to bring parts in to complement what you are saying. Economy is much better – two points, talk, (ha – that is one slide!) Why these colours?

Now we have better animation for the next part of economy Keep working on reducing contact with notes – direction is good here – looking down and then up. That wraps up what I want to say about economy. Next Josh will continue the presentation.

Think what needs to be on the slide – then take the rest off.

Watch details – nutrion Culture – think how this can connect more clearly to tools.

Summary&Conclusion = Summary & Conclusion Fairly low impact

International Marketing

Objective 1

Feedback on country choice

FEEDBACK ON THE REPORT

Overall:

Attractive cover page Yes Table of contents No Introduction Yes Objectives Yes Conclusion Yes

Summary feedback on the report:

The report gives me a feeling for Poland as a country. This is positive since market entry means getting familiar with the general nature of a country. This will help you with basic segmentation.

However you need to focus. What is your product? How does the information you are collecting connect with your product? This part is very thin - barely existant - in your report. This is particular clear given you miss the section on lifestyles and the connection to the product. "Poles like to use tools for DIY" will not take you far to effectively entering the market!

82%