

# The analysis of Netherlands ✓

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add family names  
↓

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Group seven



not p.1 — 1

# Table of contents

<b>Introduction</b>	✓	3
<b>Objectives</b>	✓	3
<b>Economy</b>	✓	
Population		3
Energy policy		4
Media		5
Cost of living		6
Consumer Market		6
Monetary Policy		7
<b>Cultural</b>	✓	
Geographic		8
Political system		8
Legal system		9
Living conditions		9
Sales Strategy		10
<b>Summary Form</b>	✓	10
<b>Conclusion</b>	✓	11

# 1. Introduction

Gukeng Coffee comes from Gukeng Township in Taiwan and is known for its rich flavor and top-notch quality. *Good*

It takes a lot of care and effort to produce, showing the passion and skill of the local farmers. We've chosen the Netherlands as our target market because it's the biggest coffee-consuming country in Europe, making it a promising place to introducing our product. Our report looks at the Dutch economy and culture to see how we can successfully bring Gukeng Coffee to coffee lovers in the Netherlands. *we have three objectives.*

## 2. Objectives

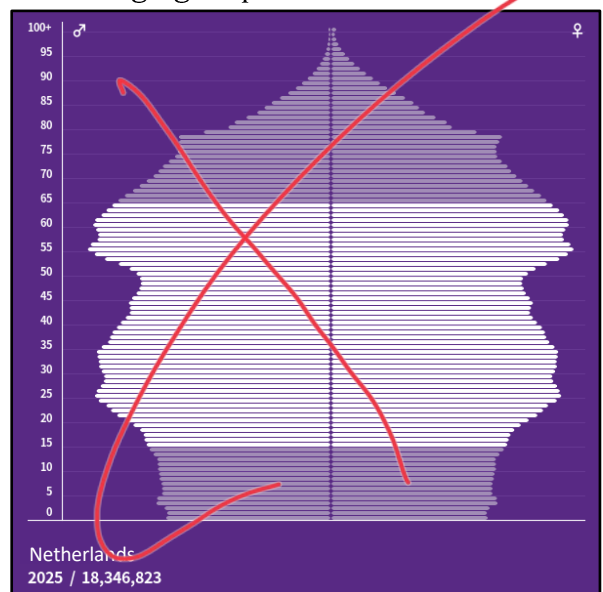
- I. Learn more about how the Dutch economy works.
- II. Get a better understanding of Dutch culture.
- III. Explore Dutch coffee habits and preferences.
- ~~IV. Plan our sales strategy for Dutch consumers.~~ *No*

## 3. Economy

### 3.1 Population

The gender ratio in the Netherlands is relatively balanced, but there is a noticeable difference in the elderly population. The gender ratio at birth is about 105 males to 100 females, but among those aged 65 and above, women account for 55-60%, and this increases further in the 75+ age group. *styles :)*

Aging trends are intensifying, with the percentage of the population aged 65+ expected to rise from 20% in 2020 to 26% by 2040. This is largely driven by longer life expectancy (80 years for men, 84 years for women) and a low fertility rate -around 1.5.



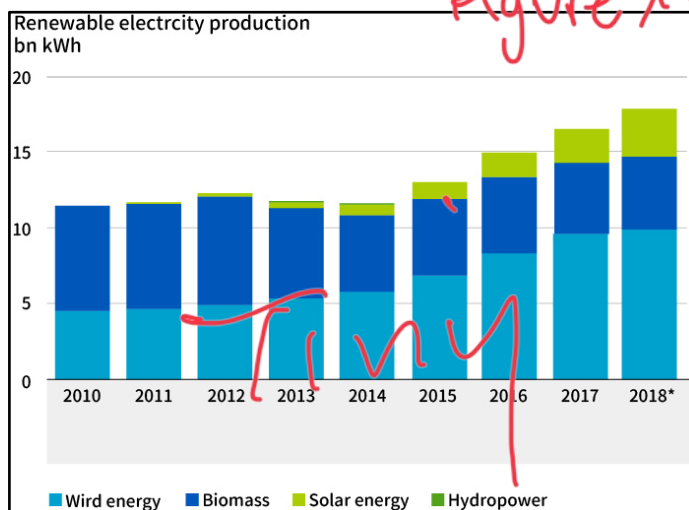
The implications include increased pension pressures, higher demand for healthcare and long-term care, and a shrinking labor force. In response, measures like delaying the retirement age and encouraging employment among women and immigrants may be necessary.

## Energy policy

The Netherlands' energy transition aims to achieve carbon neutrality by focusing on wind, solar, biomass, and hydropower. **Wind energy** is a key component, with North Sea offshore wind farms expected to reach 21 GW by 2030, providing a major portion of the country's electricity. **Solar energy** is also rapidly expanding, with installed capacity reaching 18 GW in 2023, driven by increasing adoption in residential and commercial sectors. The country is working to create a sustainable solar infrastructure to meet growing energy demands *(see figure x)*.

**Biomass energy**, which converts agricultural and waste materials into fuel, plays a significant role in the transition. However, due to carbon emissions concerns, policies are shifting towards **green hydrogen**, which offers a cleaner alternative for energy storage and transportation.

**Hydropower** remains a minor contributor to the Netherlands' energy mix, as the country's low-lying terrain limits its potential for large-scale projects. Despite this, small-scale hydropower systems are utilized in certain areas. Overall, the Netherlands prioritizes wind and solar energy while integrating biomass and hydropower to pave the way for a sustainable, carbon-neutral energy future.



# Media

The use of social media: there were 15.00 million active social media user identities in the Netherlands in January 2024. This accounts for 85 percent of the total population. The following are the main media in the Netherlands.

## 1. Television:

**Public Broadcasting:** Channels like NOS, NPO 1, NPO 2, and NPO 3 offer diverse programming, including news, sport, entertainment and documentaries.

**Commercial TV:** RTL Nederland and SBS Broadcasting provide entertainment, news, and reality shows.

## 2. Online media:

**Social media:** Platforms such as Facebook, Instagram, Twitter, and YouTube are widely used for news, social interaction, and political discussions.

**Streaming Services:** Netflix, Disney+ ,and Videoland offer popular local and international content.

## 3. Radio:

**Public Radio:** Stations like NPO Radio 1, NPO Radio 2 , and NPO 3FM.

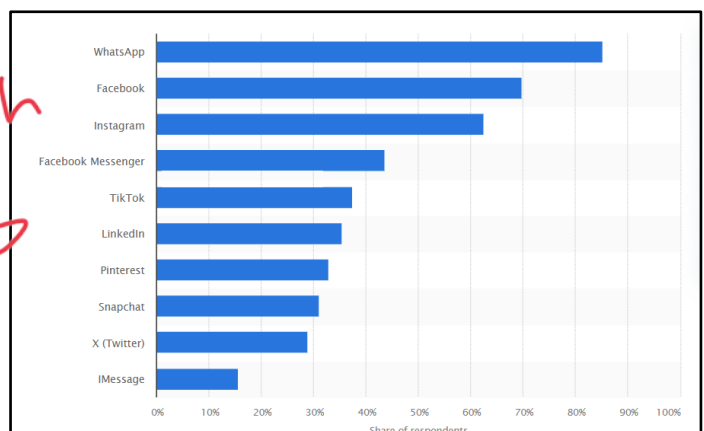
**Commercial Radio:** Stations like Qmusic, Radio 538, and Sky Radio.

## 4. Print Media:

**Newspaper:** While digital media has taken over, traditional newspapers remain important in the Netherlands

Overall, while traditional forms of media like television, radio, and newspapers remain influential, Public radio and TV face stiff competition from commercial stations, especially younger audience.

If you want a graph make it big enough to see

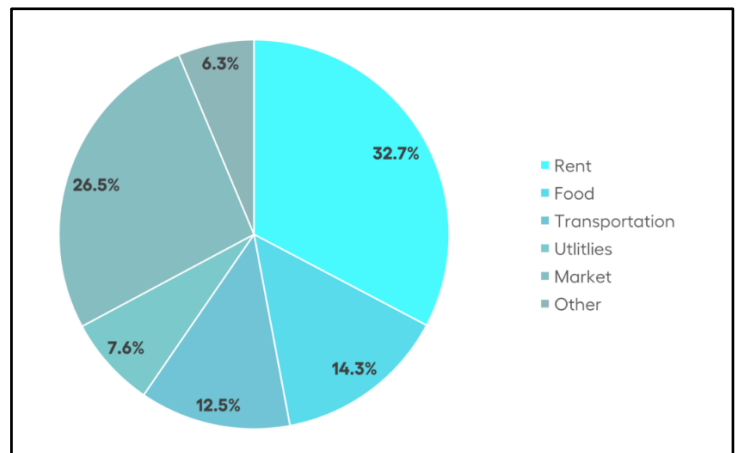




## Cost of living

- 1.Housing:** Housing costs in the Netherlands are high, especially in cities like Amsterdam. Limited social housing makes private market competitive and expensive.
- 2.Food:** Food prices in the Netherlands are moderate. Supermarkets like Albert Heijn and Jumbo offer reasonable prices, with dining out ranging from 15-30 euros.
- 3.Transportation:** Public transport is convenient with trains, buses, and cycling. OV-chipkaart offers discounts, and cycling is affordable, especially in cities.
- 4.Healthcare and Insurance:** The Netherlands has a high-quality healthcare system, with mandatory health insurance.
- 5.Education:** The education system in the Netherlands is of high quality, and primary education is free.

What is this?



## Consumer Market


- 1.E-commerce :** The Netherlands has a developed e-commerce market, with platforms like Bol.com, Coolblue, and Marktplaats popular for shopping, especially groceries and home goods.

- 2.**Food and Beverages:** The Netherlands is a highly internationalized market with a wide variety of food products.
- 3.**Technology Products:** Dutch consumers are keen on electronic gadgets and smart devices. There is a growing demand for smartphones, laptops, and smart home products
- 4.**Luxury Goods:** The luxury goods market in the Netherlands is primarily concentrated in major cities, especially Amsterdam. The demand for luxury brands like Louis Vuitton, Chanel, and Rolex is growing.
- 5.**Sustainable Consumption:** Dutch consumers prioritize eco-friendly products, favoring renewable materials, sustainable packaging, and green energy solutions.

## Monetary Policy

The monetary policy of the Netherlands is determined and implemented by the European Central Bank (ECB), as the country is a member of the Eurozone and uses the euro as its official currency.

### Key Features:

- 1.**Interest Rate Policy:** The ECB influences economic activity and inflation by adjusting key interest rates, such as the refinancing rate, deposit rate, and lending rate.
- 2.**Quantitative Easing:** In response to economic slowdowns and low inflation, the ECB may implement quantitative easing, which involves large-scale asset purchases, such as government bonds, to inject liquidity into the market.
- 3.**Exchange Rate Stability:** As the euro is a single currency, the ECB also monitors the euro's exchange rate against other currencies, although it doesn't directly intervene in exchange rate management. 

# Cultural

## Geographic

The Netherlands is known for its flat and low-lying terrain, with only slightly higher elevations of over 300 meters



near the Dutch-German border in the southeast. A total of 7,349 square kilometers of the country lies below sea level and is protected by 2,414 kilometers of seawalls. Due to its strategic location in Europe, the Netherlands is home to Rotterdam, the largest port in Europe, and Amsterdam Schiphol Airport, the fourth-largest airport on the continent. As a result, the country has a highly developed transportation, warehousing, and logistics industry. We can leverage this transportation advantage to facilitate the export of our products. ✓

## Political system

The Netherlands is a constitutional monarchy, where the King is the head of state but holds no real power. The country operates under a parliamentary democracy with a cabinet system. Legislative power belongs to Parliament, while executive power is nominally held by the King and the Cabinet, though real authority lies with the Cabinet. The government is led by the Cabinet (Prime Minister and Ministers), which is accountable to the House of Representatives. The Parliament follows a bicameral system, with the House of Representatives (directly elected by citizens) holding greater power, while the Senate reviews legislation. The Netherlands adopts a proportional representation system, resulting in a multiparty landscape, where governments are typically formed through coalition agreements. OK



## Legal system

The Netherlands Food and Consumer Product Safety Authority (NVWA) is a regulatory agency responsible for overseeing various aspects related to animal and plant health, animal welfare, and food and consumer product safety.



It plays a crucial role in ensuring the quality and safety of products purchased by consumers. The National Veterinary Authority conducts inspections, performs risk assessments, and enforces regulations to safeguard public health and consumer interests. Additionally, the NVWA is also involved in the enforcement of nature conservation regulations, contributing to the protection and preservation of natural resources and biodiversity. Through comprehensive monitoring and enforcement activities, the NVWA helps create a safe and sustainable environment for both consumers and natural ecosystems.

## Living conditions

- Most Dutch people start their day with coffee, as they love drinking it. The availability of coffee is often seen as a standard for judging the quality of service and the comfort of an environment. The Dutch especially value their “coffee breaks,” using caffeine to relax and ease work-related tension.
- Although the Dutch love coffee, they are not as strict about coffee quality as the Italians. Rather than complex brewing methods like distillation or drip brewing, they prefer convenient and simple instant coffee.
- Another key characteristic is the Netherlands’ commitment to sustainability. Many Dutch coffee roasters prioritize sustainable sourcing, ensuring that their coffee is not only delicious but also ethically produced. This commitment extends to coffee shops, where many serve only fair trade or organically grown coffee.

health

work.

## Sales Strategy

Easy to say,  
but \$ count!

1. We can leverage the convenience of drip bag coffee to provide a quick coffee solution for busy office workers during their short breaks.
2. In line with the Dutch commitment to sustainability, we aim to create a mutually beneficial value chain of trust among coffee farmers, consumers, and businesses. We will provide services and quality that meet consumer demands, while earning a fair profit.
3. We will acquire coffee beans at fair prices to ensure farmers are not exploited, and we are committed to building brand recognition and trust through quality and integrity, in order to achieve sustainable operations.
4. In addition to valuing convenient preparation, the Dutch also prioritize the quality of the coffee itself. Because drip bag coffee involves simply grinding coffee beans and then sealing them in bags, compared to instant coffee which loses much of its flavor due to extensive processing, drip bag coffee can preserve the original aroma and flavor of the coffee.
5. Because coffee is an indispensable part of Dutch life, in addition to accessibility, the price-performance ratio of coffee must also be considered. Our drip bag coffee focuses on being affordable and readily available, which aligns with the expectations of the Dutch regarding coffee in their daily lives.

## Summary Form

### What is important to you from the economic analysis?

The Netherlands' highly developed economy, with its robust infrastructure in logistics and e-commerce, provides a strong foundation for market entry. The country's aging population and high standard of living indicate growing demand for convenient and high-quality products such as drip bag coffee. Additionally, Dutch consumers' strong preference for sustainable and eco-friendly products aligns well with our brand's commitment to ethical sourcing and environmental responsibility. However, given the high cost of living—particularly in housing and healthcare—our product must also emphasize affordability and value-for-money to meet consumer expectations.

## What is important to you from the cultural analysis?

In the Netherlands, where coffee is a vital part of daily life and social culture, consumers value both convenience and quality, have a strong emphasis on sustainability and fair trade, and live in a multicultural, tech-savvy society—making drip bag coffee, supported by ethical branding and digital marketing, a culturally aligned and appealing product.

## How might the customer make your product part of their lives?

Customers can easily incorporate our drip bag coffee into their daily lives—whether enjoying a quick yet high-quality cup during office breaks, starting the day at home with a simple and flavorful brew, or making a sustainable and ethical choice that aligns with their values—thanks to its accessibility through popular e-commerce platforms and major retailers.

## Conclusion

Gukeng Coffee is well-positioned to enter the Dutch market by offering a product that aligns with local values and lifestyle. Our drip bag coffee combines convenience, quality, and sustainability—qualities that resonate with Dutch consumers who value efficiency, ethical sourcing, and a rich coffee culture. By ensuring fair trade with farmers, maintaining product integrity, and providing an affordable yet high-quality option, we aim to make our coffee a trusted part of daily life in the Netherlands. With strategic distribution through e-commerce and retail channels, Gukeng Coffee can successfully integrate into the routines of busy professionals and coffee lovers alike.

# International Marketing

## Objective 1

## Feedback on country choice

GROUP NAME: Good Team

ORGANIZATION:

Report received? Yes All peer reviews? No PPT ready? Yes

PRESENTATION START – does it fit with feedback and class review? Yes - solid

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? No - not clear or missing
- Is there animation? No
- 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? No - what their colleague is saying is not important
- Does this look like a team? Yes - team members support each other and look familiar with the work

Specific notes on presentation content

Report focus – “objectives”? Work on open body language. Look out for “dancing leg” Check if IV is part of the brief.

Reduce the words on the slide. As we can see in the chart – no – too tiny.

Lots of details – ok – but try not to read from the ‘phone Some graphs do not mean anything – there is not clear heading or key. Now it says, “brand value . . .” but you are talking about something else

Lots of words on the screen – but often short on meanings. - sustainability

### FEEDBACK ON THE REPORT

# International Marketing

## Objective 1

## Feedback on country choice

Overall:

Attractive cover page Yes Table of contents Yes Introduction Yes Objectives Yes Conclusion Yes

Summary feedback on the report:

I feel a good connection to the market as you have started to dig up values and ideas that are important to the consumer. The introduction is good and leads into a clear set of objectives which fold into your conclusion. Dig a little more into your consumer to refine understanding so you can define a clear segmentation. This market is competitive so you need to be clear on your target and ensure the rest of your strategy is coherent to that target.

In parts this report lacks depth (perhaps much work on 'phones, that was integrated into a presentation that then became a report?)

If you include figures make them big enough to read!

You have good ideas but more data would have helped.

82%