

## DIM

### Presentation

Good morning! We are DIM

Interesting start talking about the product – tell us a bit more though about the characteristics of this coffee too

The slides are a bit too renao! Reduce the number of graphs on the slide

Exchange rate – need to give a date

Make sure to use high contrast colours (white on blue is hard to see) (economic analysis)

animate animate

pen-in-su-la

Let's take a look at the map (have a big map filling the slide) – highlight key points that you want your audience to understand / think about

Good work on reducing words to key points

That is all I want to say about. Now XX will continue the presentation

Practice – together – to ensure you are on time – see how you have missed *fika* an interesting and important part

### Report

There is much useful information in the report. You have also been systematic in linking to the source of your information. The summary of the economic analysis is weak. However, you have unearthed the concept of Fika, which may be interesting.

88%

# International marketing

## TGC COFFEE to Sweden

Bit dull

Group  : GIM

S1163010 Ann

Add family names  
Add date

S1163021 Grace

S1163017 Charlene

S1163048 Liyu

S1163050 Celeste

# Introduction of TGC<sup>1</sup>

TGC (Taiwan Good Coffee) was established in Yulin Gukeng in 2004. It launched coffee planted by Gukeng local smallholders and drip-bag coffee, purchasing pesticide-free coffee at a reasonable price. TGC started to break into international markets in 2011, with the best of the bunch, delivering a warm Taiwanese coffee to the world.

Good start

What are the objectives?

## Introduction of Sweden<sup>2</sup>

### Economic analysis

#### ● Population<sup>2</sup>

Sweden currently has a total population of more than 10 million, making it the most populous country in Northern Europe. It is also one of the countries in the world with the lowest natural population growth rate, the longest average life span, and the highest degree of aging; about 90% of the country's population is concentrated in the southern and central regions.

According to estimates, by the beginning of 2024, the age structure of Sweden is as follows: 0-14 years old: 15.4%, 15-64 years old: 64.8%, 65 years old and above: 19.7%. Its population pyramid is "shrinking". This type of pyramid is more common in highly developed countries with lower birth and death rates. The sex ratio of the total population is 0.993 (993 men per 1,000 women), which is lower than the global sex ratio. As of 2023, the global male to female ratio is approximately 1,016 to 1,000.

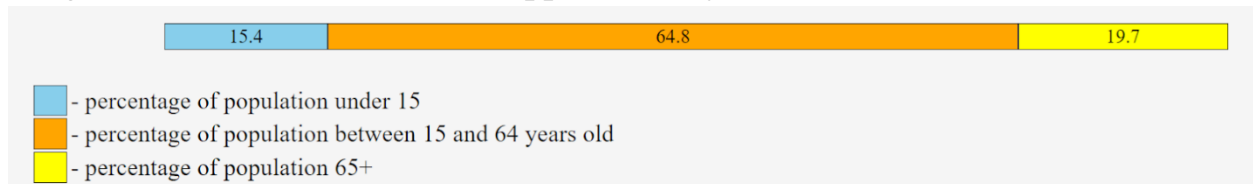


Figure 1<sup>3</sup>

Do not need figure and words

Summarize the main point of the chart in words

Why this empty space?

Good

<sup>1</sup> Introduction of TGC. Retrieved from: <https://twrr.org.tw/zh-TW/partner/16#:~:text=2004%E5%B9%B4%EF%BC%8C%E5%89%B5%E7%AB%8B%E4%BA%86%E9%9B%B2,%E7%84%A1%E8%BE%B2%E8%97%A5%E7%9A%84%E5%92%96%E5%95%A1%E8%B1%86%E3%80%82>

<sup>2</sup> Population of Sweden. Retrieved from: <https://en.wikipedia.org/wiki/Sweden>

<sup>3</sup> Sweden age structure. Retrieved from: <https://countrymeters.info/en/Sweden>

- Economic statistic

no capital letters

According to statistical data, in December 2023, Sweden's Gross Domestic Product (GNP) was \$16.01 billion<sup>4</sup>, while income inequality was \$4.73<sup>5</sup>, setting a new historical high. In addition, the per capita GDP in 2023, calculated at current prices, was approximately \$55216<sup>6</sup>. US dollars?

- Transportation

There are many types of transportation in Sweden, such as trains, long-distance buses, taxis or RVs... etc<sup>7</sup>. The largest one is the railway. It is the only country in Northern Europe where national railway lines run on the left, and Stockholm is the only city that has an MRT. In addition, Swedish railway transportation covers a network of 13,000 kilometers, ranking 20th in the world<sup>8</sup>. ✓

- Communication and internet<sup>9</sup>

There are four main types of Internet telecommunications providers in Sweden: Telia Company AB, Tele2, Tre, and Telenor. Among these providers, Telia is the earliest and largest local operator, and its services are relatively stable and fast. The quality comparison from high to low is: Telia Company AB >Tele2>Telenor>Tre.

Company	Telia	Tele2	Telenor	Tre
Quality	The best	Second	Third	Fourth
Price	High price	Competitive	Medium	Lower price

Ugly table!

- Dominant economic activity

According to the official data from the World Bank, the GDP of Sweden in 2022 is \$591.72 billion<sup>10</sup>. Among that, the distribution across economic sectors is 63.6% of

<sup>4</sup> Sweden's Gross Domestic Product (GNP). Retrieved from: <https://www.ceicdata.com/en/indicator/sweden/gross-national-product>

<sup>5</sup> Sweden's Income inequality. Retrieved from: <https://tradingeconomics.com/sweden/inequality-of-income-distribution-eurostat-data.html>

<sup>6</sup> The per capita GDP in 2023. Retrieved from: <https://zh.oosga.com/economies/swe/>

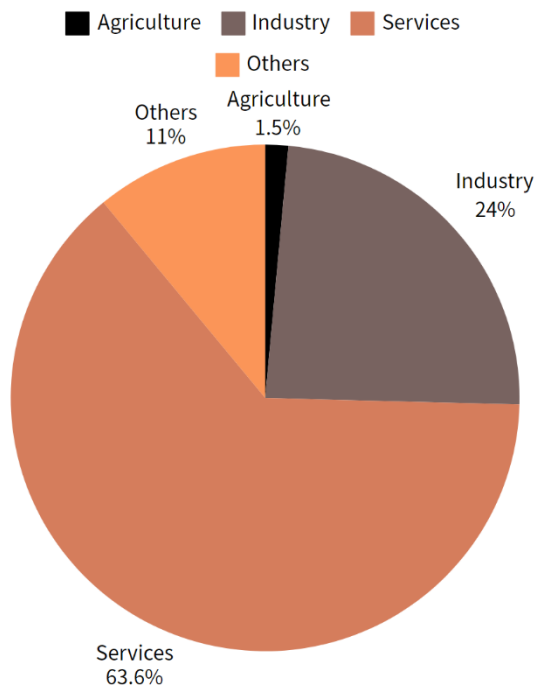
<sup>7</sup> Sweden's transportation types. Retrieved from: <https://www.visitnordic.com/zh/article/2016-02-11-09-37-15>

<sup>8</sup> Sweden's transportation. Retrieved from: <https://en.wikipedia.org/wiki/Sweden>

<sup>9</sup> Sweden's communication and internet. Retrieved from: [https://en.wikipedia.org/wiki/Telia\\_Company](https://en.wikipedia.org/wiki/Telia_Company), <https://zhuanlan.zhihu.com/p/373703750>

<sup>10</sup> Sweden's GDP in2022. Retrieved from: [https://www.theglobaleconomy.com/Sweden/GDP\\_current\\_USD/](https://www.theglobaleconomy.com/Sweden/GDP_current_USD/)

services, 24% of industry, 1.5% of agriculture and 11% of others.



bring the words around the chart

Figure 2<sup>11</sup>

- **Currency**

The currency of Sweden is called "krona", and its plural is "kronor". It has banknote value of 20, 50, 100, 200, 500, 1000 kronor; coin value in 1, 2, 5, and 10 kronor<sup>12</sup>. The exchange rate is that 1 krona equals 3 NT dollars<sup>13</sup>.

- **Trade restrictions<sup>14</sup>**

Importers need to pay customs duty and value-added taxes (VAT) when importing products to Sweden. percent Food?

The VAT is usually 25% for general situations, but it would become 12% while the product is food or certain services, and 6% for books and periodicals.

About customs duty, its rate is varying from 0% to 15%, but duty rates may be higher for foodstuffs, as they are based on the weight of the commodity.

There are some circumstances that importers can apply for reduced customs duty or exemption:

1. The countries of origin have signed free trade agreements with the EU.

<sup>11</sup>Sweden's GDP distribution across economic sectors. Retrieved from: <https://www.statista.com/statistics/375611/sweden-gdp-distribution-across-economic-sectors/>

<sup>12</sup> Sweden's currency. Retrieved from: [https://en.wikipedia.org/wiki/Swedish\\_krona](https://en.wikipedia.org/wiki/Swedish_krona)

<sup>13</sup> Sweden's exchange rate. Retrieved from: <https://www.google.com/finance/quote/SEK-TWD?sa=X&ved=2ahUKEwjft-7ogseFAxVXcPUHHSBzBssQmY0JegQIHhAo>

<sup>14</sup> Sweden's Trade restrictions. Retrieved from: <https://www.trade.gov/country-commercial-guides/sweden-import-tariffs>

2. Temporary importation (e.g. Testing or exhibiting purposes)
3. Inward processing when a product is imported to be processed further, repacked, and re-exported.
4. Scientific instrument imports.

## ● Distribution channels

Swedish retail outlets are primarily categorized as 'Hypermarkets, Supermarkets and Hard Discounters', 'Food and Drinks Specialists', 'Online', and 'Convenience Stores'.<sup>15</sup> Following are the characteristics and size of each type of retail outlet.

First, 'Hypermarkets, Supermarkets and Hard Discounters', they offer a wide range of products like Groceries, Household items, Clothing, and so on. Also, the products there are usually at a lower price. And they are large in size.

Second is 'Food and Drinks Specialists', they offer a wide variety of food and drinks including gourmet and specialty items, and may focus on organic, local, or international products. Their size is from small boutique stores to large chains.

Third is 'Online', it has a wide selection of products, and is very convenient for customers to shop online. Its size is from small online shops to large e-commerce platforms.

The last one is 'Convenience Stores', often located in residential areas or near public transportation hubs, so customers can easily find them and do some quick shopping. It offers a limited selection of products and focuses on convenience items. Its size is small.

Next is about the dominant payment methods of Sweden. There are three main types, cash, credit card and mobile payment. Among these the contactless cards (including credit card and mobile payment) are used more than cash. ✓

## ● Media<sup>16</sup>

Supported by a 94.5% internet penetration rate, the usage of social media in Sweden is very matured. In a survey published by The Swedish Internet Foundation, it also shows almost all internet users are active on social media and around 84% of Sweden's internet users use social media daily.

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<sup>15</sup> Sweden's retail outlets types. Retrieved from: <https://www.globaldata.com/store/report/sweden-retail-market-analysis/>

<sup>16</sup> Sweden's media. Retrieved from: <https://oosga.com/social-media/swe/>

## Historical Internet Penetration

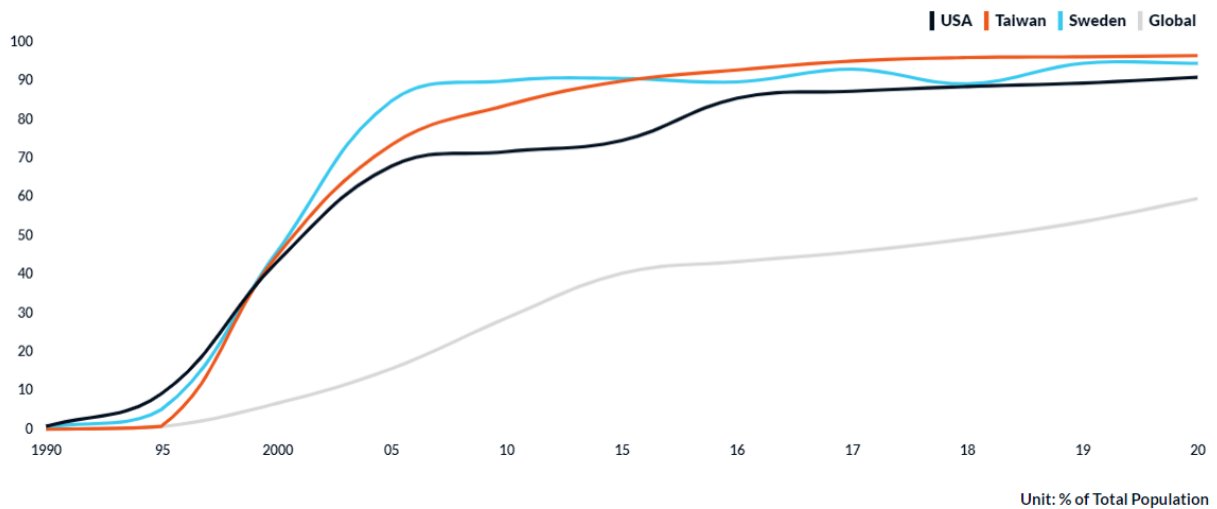


Figure 3 Add title to figure  
Add reference in text, too

## Cultural analysis

### ● Geographic

Sweden is located on the Scandinavian Peninsula in Northern Europe. It borders Norway to the west and northwest, Finland to the northeast, and the Gulf of Bothnia and the Baltic Sea to the east.<sup>17</sup> It covers an area of 449,964<sup>18</sup> square kilometers. Sweden's landscape has a generous smattering of hills, mountains, lakes and streams. 78%<sup>19</sup> of the country is covered by mountains and hills, and almost 10% consists of lakes and rivers. Sweden is a long and narrow country with a large temperature difference between the north and the south. Large parts of the country have a temperate climate, but the mountainous area in the north has a subArctic climate. ✓

### ● Social institutions<sup>20</sup>

Education in Sweden is tax-financed. In the Swedish school system, children go to school for at least ten years from the year they turn six, as mandated by the Swedish Education Act. Also, if parents have no time taking care of children, Förskola (nursery school, or preschool) is provided by Swedish municipalities for children ages one to five. ✓

<sup>17</sup> Sweden's Geographic. Retrieved from: <https://www.originaltravel.co.uk/travel-guide/sweden/geography>

<sup>18</sup> Sweden's Geographic. Retrieved from: <https://www.britannica.com/place/Sweden>

<sup>19</sup> Sweden's landscape. Retrieved from: <https://en.wikipedia.org/wiki/Sweden>

<sup>20</sup> Sweden's social institutions. Retrieved from: <https://sweden.se/life/society/the-swedish-school-system>,  
<https://www.simplylearningtuition.co.uk/advice-for-parents/everything-you-need-to-know-about-the-swedish-education-system/>

## ● Political system

Sweden has been a constitutional monarchy since 1809 and introduced a new written constitution in the 1970s. It joined the EU in 1995 but did not adopt the single currency after rejecting it in a 2003 referendum.<sup>21</sup>

The Riksdag, a single-chamber parliament, consists of 349 seats, of which 310 are allocated to the 29 constituencies and 39 are adjustment seats distributed at the national level to achieve a nationally proportional result. A party must gain 4% of the national vote or 12% of a constituency vote to enter parliament, and Sweden's political system is characterized by a multiparty system, with coalitions and minority governments being the norm.<sup>22</sup>

## ● Legal system

The Swedish government is a limited constitutional monarchy with a parliamentary system. In addition, the executive, legislative and judicial branches of government are intermingled.<sup>23</sup>

## ● Social organization

In Sweden, there are many local self-government associations. Also, the coverage of trade unions is nearly 70%.<sup>24</sup>

## ● Religion

The dominant religion in Sweden is Christianity. According to the research, 60% of Swedish are Christian, 35% are non-religious. For many Swedish, churches are religious organizations. They are not resistant to becoming members, willing to support traditions. However, most of them don't believe in Jesus.<sup>25</sup>

## ● Arts

For centuries, Swedish have achieved in different art fields. For example, lectures and architecture. Sweden is named "creative capital", and the most well-known combination of arts and daily life is the local metro stations in Stockholm. The stations are so-called "the longest art galleries". Its total length is 105 km, 100 stations are distributed in three

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<sup>21</sup> Sweden's political system. Retrieved from: <https://oosga.com/politeia/swe/>

<sup>22</sup> Sweden's political system. Retrieved from: <https://sweden.se/life/democracy/swedish-government>

<sup>23</sup> <https://2009-2017.state.gov/outofdate/bgn/sweden/120880.htm>

<sup>24</sup> <https://www.eurofound.europa.eu/en/resources/article/2015/sweden-fall-union-density>

<sup>25</sup> <https://culturalatlas.sbs.com.au/swedish-culture/swedish-culture-religion#:~:text=According%20to%20the%20CIA%20World,not%20identify%20or%20did%20not>



different lines. More than 90 stations are introduced in art elements. Such as sculptures, mosaics, paintings, and so on.<sup>26</sup>

## ● Living conditions

The terrain in Sweden is long and narrow from north to south, it has distinctive regional characteristics, and develops a diverse food culture. Due to the influence of Sami cultures,<sup>27</sup> the north mainly serves meat such as reindeer and game dishes; the south serves fresh vegetables. Compared to other countries' exquisite cuisine, Swedish food is generally simple and original. In addition to topographical factors, climate is also an element that affects Swedish diet. During frost free season, they use methods such as pickling and fermentation to preserve food that could be stored through the winter months. For the sake of health, the diet guidelines provide some suggestions for Swedes.<sup>28</sup> Eating fish two to three times a week helps reduce the risk of several common diseases and has important functions for brains to develop.<sup>29</sup> Cutting back on salt instead using fresh and dried herbs, lemon, garlic and other spices. Therefore<sup>30</sup> the Swedish diet is varied with a healthy mix of whole grains, lean protein, focusing on vegetables, berries, fermented dairy- all things have been hailed as part of the healthy Nordic Diet. However, Swedes also have a sweet tooth. They enjoy having a cup of coffee with desserts at tea time, which is called fika.<sup>31</sup> The Swedish meat guide (KÖTTGUIDEN) categorizes the degree of sustainability in five aspects: climate, considerations, biodiversity, use of chemical pesticides, antibiotics and animal welfare. Classify proteins from different sources into red, yellow, and green categories. Generally speaking, local or certified ingredients are easier to classify with a green light, while imported or uncertified ingredients are easier to get a yellow or red light. Pork is the most consumed type among Swedes, they also consume other types of meat like beef, lamb, poultry. According to the data, vegetable consumption per capita in Sweden is 175.21 kilograms.<sup>32</sup>

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<sup>26</sup> <https://www.wowlavie.com/article/ae1300423>

<sup>27</sup> [https://en.wikipedia.org/wiki/Swedish\\_cuisine](https://en.wikipedia.org/wiki/Swedish_cuisine)

<sup>28</sup> <https://www.livsmedelsverket.se/en/food-habits-health-and-environment/dietary-guidelines/adults/fisk-och-skaldjur--rad>

<sup>29</sup> <https://www.livsmedelsverket.se/en/food-habits-health-and-environment/dietary-guidelines/adults/salt-advice>

<sup>30</sup> <https://www.petersyard.com/journal/lagom-the-swedish-art-of-eating-harmoniously/>

<sup>31</sup> <https://www.wwf.se/kottguiden/>

<sup>32</sup> <https://ourworldindata.org/grapher/per-capita-meat-consumption-by-type-kilograms-per-year?showSelectionOnlyInTable=1&country=~SWE>

Needed?

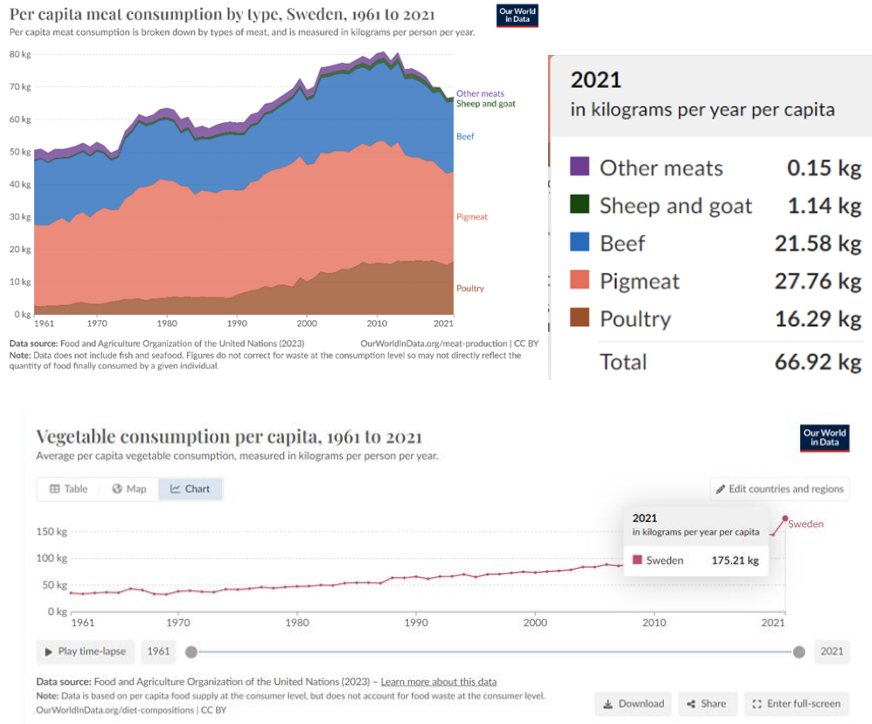


Figure 4<sup>33</sup>

In Sweden, housing forms reflect a diversity of lifestyles, wishes and needs. The most common <sup>34</sup>house form in Sweden is owned houses accounting for nearly 39%. Other housing forms including condominium, rental apartments, and so on.

## ● Clothing

<sup>35</sup>Each organization has its own clothing policy and differs greatly between different professional roles. However, it's a very casual attire that applies in Swedish workplaces.<sup>36</sup> For Nordics, the rule is that looking good means following the logic of either the climate or the weather. Business dress code is in general more relaxed than in other countries. The general dress code in most offices, jeans and a shirt would be the standard rather than suit.<sup>37</sup>Most Swedish homes don't have air conditioning or fans, therefore half sleeves and tank tops are good to deal with the summer; in winter they wear many layers of clothing to keep warm.

## ● Language A heading should not be at the bottom of a page, by itself, like this

<sup>33</sup> <https://ourworldindata.org/grapher/vegetable-consumption-per-capita?tab=chart&country=~SWE>

<sup>34</sup> <https://yabado.se/artiklar/english-most-common-form-of-housing-in-sweden/#overview-of-the-total-number-of-housing-types-in-sweden-2023>

<sup>35</sup> <https://www.gomonday.se/discovery/work-in-sweden-the-culture-and-the-workplace/>

<sup>36</sup> <https://www.lysforlag.com/what-to-wear-sweden/?lang=en>

<sup>37</sup> <https://studentblogs.ki.se/2021/07/11/your-guide-to-clothes-in-sweden/>

<sup>38</sup>The official language of Sweden is Swedish, they speak and write in Swedish most of the time, they can use English as well.

## Summary form

What is the fundamental economic question? Can people afford your product? How price sensitive are they?  
That is economics  
Fika, yes, good for culture. What preferences for coffee do they have ?

- What is important to you from economic analysis?  
Sweden has many distribution channels, providing some aspects: customer behavior, and marketing structure, and so on. Through distribution channels, we can understand the market structure, helping in assessing the level of competition. Also, we can analyze the customer preferences, buying patterns and behavior, and this is essential for us to consider how to make our product merge into the life of Swedish consumers.
- What is important to you from cultural analysis?  
The formation of culture from various aspects has shaped the Swedish people's view of the value and lifestyles.
- How might the customer make your product part of their lives?  
We would like to align our product with the Swedish coffee culture known as fika. To adapt to these cultural practices, we could position our products as the accompaniment to a fika moment. We can offer products that enhance fika experiences.