

Sky Castle

Presentation

I am Jackson, and here are my group members Wayne, Celeste . . .

Today's presentation will last about 10 minutes

Here is the agenda, first . . . X

Let's begin with X

Animate, animate

Try to use notes as a *support* – so try to avoid reading from them

Next, living conditions [good direction here]

Poster Art – interesting – think about significance of this

Next, Economic analysis [good]

State owned and operated . . .

That finishes the part on the economic analysis. Now Celeste will continue the presentation

I'm not quite clear about "Markup" – mark up as a phrase can mean to mark up a product for sale (add a profit margin).

I will talk about breakfast

tea, coffee, beer – but I see vodka in the report! Try to keep messages consistent (Beer is important there too)

Report

There is much good detail in here. I like how you have orientated your focus to food/drink culture – good. Think more about what you have learned about the economic situation and how that relates to your product. You have started to connect with the Poles passion for coffee. Dig more into preferences and consumption habits here.

90%

International marketing

The Analysis of Poland



Group 2

Sky Castle

Nice cover
Add family names

Members :

Jackson	Janet
Angela	Celeste
ICHen Liu	Wayne

2024.04.16

Insert this using Word

Agenda

Agenda = presentation / meeting
Table of contents = book / report

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Introduction

Taiwanese coffee combined tradition and innovation. In addition, the coffee keeps its quality and flavor.

Our report focus on economic, cultural environment, and how to integrate the coffee in their lives. Through this method, we try to make the coffee successful in Poland. We start to consider the implications for a marketing strategy to enter Poland

Objectives

- Search for which country is favorable to market coffee
 - Find out economic information about Poland
 - To understand Polish culture thoroughly
 - Think about how to make coffee be part of Poles lives
- Ok (first one is already done!)

Cultural analysis of Poland

Geography

Poland is situated in Central Europe and shares borders with Germany, Czech Republic, Slovakia, Ukraine, Belarus, Lithuania, and Russia. The country's terrain is predominantly characterized by plains and hills, with the northern part bordered by the Baltic Sea, boasting a coastline stretching over 528 kilometers. The Vistula River, Poland's longest river, flows through the central part of the country and empties into the Baltic Sea.

Poland has a temperate climate characterized by four distinct seasons, with cold winters and mild summers

Social Institutions

Poland is a highly developed country with diverse cultural and traditional roots. Religion plays a significant role in Polish society, with the majority of the population identifying as Roman Catholics. The Polish population is predominantly Polish, but there are also small minorities of Germans, Ukrainians, and other ethnic groups. Education is highly valued in Polish society, with the government providing free primary and secondary education as well as higher education opportunities.

Retrieved from: <https://www.indexmundi.com/poland/>

Retrieved from: <https://www.britannica.com/place/Poland/Government-and-society#ref256681>

Political System

Poland is a parliamentary democratic republic with a government system consisting of three main branches: the President, the Parliament, and the Cabinet. The President serves as the head of state and is responsible for foreign policy and national defense. The Parliament consists of two chambers: the Sejm (Lower House) and the Senate (Upper House). Members of the Sejm are elected directly by the citizens, while members of the Senate are elected by regional governments. ✓

Religion

Catholic 85% (includes Roman Catholic 84.8% and other Catholic 0.3%), Orthodox 1.3% (almost all are Polish Autocephalous Orthodox), Protestant 0.4% (mainly Augsburg Evangelical and Pentecostal), other 0.3% (includes Jehovah's Witness, Buddhist, Hare Krishna, Gaudiya Vaishnavism, Muslim, Jewish, Church of Jesus Christ), unspecified 12.9% (2020 est. by CIA)

Although there are many Catholic believers in Poland, an increasing number of Poles simply view Catholicism as part of Polish culture. They see the church as a company that provides social ritual services such as baptism, communion, weddings, and funerals. For most Poles, the influence of Catholicism on their daily lives is probably limited to the conduct of "rituals." ✓

Living conditions

→ Some of Poland's famous dishes include pierogi (Polish dumplings), hunter's stew (bigos), Polish pizza, and breaded pork chops.

Polish cuisine is typically rich in meats such as pork, chicken, and beef, often paired with winter sauerkraut and spices. It also makes generous use of ingredients like cream and eggs. However, for some Asians accustomed to diverse cooking styles, Polish cuisine might seem relatively plain. This is because a typical Polish meal often consists of various combinations of meat, potatoes, and salad, with limited variation.

Retrieved from: https://en.wikipedia.org/wiki/Poland#Government_and_politics

Retrieved from: <https://culture.pl/en/article/knives-ponds-royalty-a-guide-to-polands-most-prominent-streets>

Arts

Poland was once a communist country. During that time, there was a plethora of political propaganda posters celebrating socialism in society. However, simultaneously, government-owned film companies tended to commission poster designs from individual artists rather than monopolized large poster production companies. Artists seized this expression freedom, particularly in theater and movie poster design, showcasing a unique poster aesthetic. With no need to cater to the market (money) or satisfy client demands, artists were freer to create.

Artists brainstormed, combining genuine artistry with commercial purposes, resulting in the Polish approach to posters becoming not only an inspiration for international novelty but also garnering widespread attention for Polish poster art styles internationally, earning the moniker "Polish School of Posters." ✓

Economic analysis of Poland

Population

The total population is 40,391,574 on April 13, 2024. In 2022, The population over 65 years old accounts for 18.55%, the population between 15 and 64 years old accounts for 66.29%, and the population under 14 years old accounts for 15.15%. In 2022, Girls accounted for 51.6% of the total population. That is to say, 107 females per 100 males.

Why green highlight?

Economic statistics

In Oct 2023, The Gross National Product of Poland was \$690.68 billion, and the income per capita & family income was \$6056.291 and \$18343 respectively. Poland is one of the fastest-growing countries in Europe, with a GDP growth rate of 5.1%. However, their inflation is also very high, the inflation rate in Poland was 14.4%. It poses a significant threat to people, and leads to an increasing cost of living for everyone. ✓

Retrieved from: <https://www.worldometers.info/world-population/poland-population/>

Retrieved from: <https://stat.gov.pl/en/topics/population/population/structure-of-the-population,7,1.html>

Retrieved from: https://european-union.europa.eu/principles-countries-history/key-facts-and-figures/structure_en

Transportation

The four major means of transportation for Poles are Poland TRAM, Bike-sharing services, Polish railways Network and Small Passenger Vehicle. Poles use public transportation cards or student ID cards to buy monthly or semester tram tickets. Bike-sharing services offer more than 7,000 user-friendly, GPS-locatable bicycles, covering approximately 2,500 square kilometers area, and over 30 municipalities. Poles take railways by using the services of PKP Intercity. Railways keep speed of movement to 160 – 250 km / h to reduce travel time. Also, poles drive their own small passenger vehicle with left-hand drive, traffic keeps right.

Communication and internet

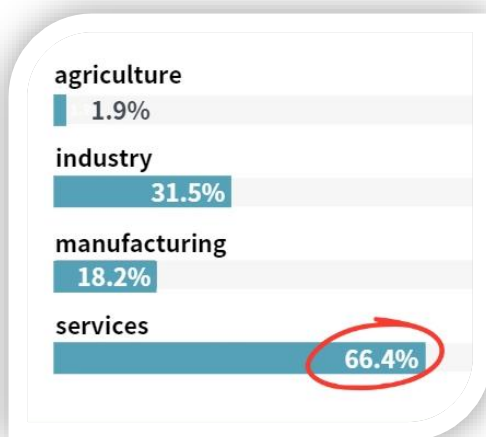
Play & Orange shared the top spot for 5G Upload Speed 5G Upload Speed to Visit. T-mobile users enjoy the most consistent quality of mobile network services in Poland.

Dominant economic activity

As you can see in figure 1, The industrial structure of Poland exhibits significant differences.

The highest proportion is the service industry, which accounts for 63.5% of the gross domestic product. On the other hand, the smallest is agriculture, which accounts for only 1.9%. Therefore, the economic activity in Poland is mainly dominated by the service industry, also called tertiary industry.

figure 1 Figure 1 - title and refer to it in the text
Insert with Word :D



----- Sources as footnotes!

Retrieved from:

<https://www.railway.supply/en/record-number-of-passengers-carried-in-poland-in-2022/>

Retrieved from:

<https://study.gov.pl/transportation>

Retrieved from: <https://www.opensignal.com/reports/2023/11/poland/mobile-network-experience>

Currency

Poland's official currency is the **Polish Zloty**. 1 US dollar equals 3.934 Polish Zloty, and 1 Polish Zloty can be converted into 8.02 Taiwanese dollars. In addition, there's an interesting fact that Poland is a member of the European Union but still uses its own currency, rather than the Euro.

Trade restrictions-tariffs

Polish import tax is 23%. As an EU member, Poland adheres to EU- wide business directives and requires local market compliance.

They also follow the TARIC, which refers to a variety of rules that apply to the import and export of specific products into the customs territory of the EU. So if you want to determine whether a product is banned or restricted in Poland, you can use the TARIC to check.

Distribution channels

The top five popular retail outlets are **Biedronka**, **Lidl**, **Auchan chain**, **Carrefour** and **Kaufland**. Biedronka is owned by a Portuguese company. In 2022, Biedronka's sales amounted to nearly 70 billion zloty. This is almost three times as much as Lidl and more than five times as much as the Auchan chain. Biedronka had 3.4 thousand stores across Poland, becoming the brand with the most developed network. In contrast, Lidl had 850 outlets across the country in 2022. ✓

Markup

Poland joined the production chains of Western European countries in the 2000s, focusing on the production of intermediates. Firms engaged in the middle of the production chain (e.g. production of intermediates, usually located in manufacturing sectors) the benefits from the participation in the global value chain are the lowest. Industries located in the middle of the production chain are characterized by the lowest markups. The ability of firms in these industries to set prices above marginal costs is limited by the fact that they are manufacturers of relatively standardized products and hence are subject to competition from all over the world.

Retrieved from:

from:<https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS?locations=PL>

Retrieved from: <https://cepr.org/voxeu/columns/globalisation-and-fall-markups-poland>

Dominant payment methods

Three major categories of payment methods: Currency Zloty (PLN), Przelewy24 and MasterCard, VISA, PayPal. Przelewy24 is also known as P24, used by online shoppers to direct online bank transfers.

Relevance of middlemen

The role of a middleman in Poland can vary depending on the industry and the specific transactions involved. Middlemen often serve as intermediaries between producers and consumers, helping to facilitate the exchange of goods or services. They can add value by streamlining distribution, providing market information, and reducing transaction costs.

Characteristics in the market of pull or push?

Technology pull. Poland ranks 23rd in the world's ranking of the most attractive countries for investors, according to the Foreign Direct Investment Confidence Index compiled by Kearney experts. Among emerging markets, Poland ranks 7th.

Media

The mainstream media in Poland is dominated by television, and the top three TV stations are TVP, TVN, and Polsat. TVP is a public television station operated by the state, while TVN and Polsat are private television stations.

In addition, the most commonly used social media by Poles are Facebook & messenger, and the second place is Instagram. The usage rate of these three is greater than other social media. How do they use them?
What for?

Lifestyle of Poland

Polish works

Polish working hours from eight o'clock in the morning to three o'clock in the afternoon. In particular, Polish often have one hour of an unpaid break for lunch. At three o'clock in the afternoon, many people will gather at the train station and ready to go home. They insist not to work overtime and will not take back unfinished work to continue completing it.

Retrieved from: <https://www.about-payments.com/e-commerce-markets/which-online-payment-methods-to-accept-in-poland>

Polish five meals

Typical of central European food!

● Polish breakfast

The Poles usually eat open-face sandwiches in breakfast. It is called “kanapka” in Polish. The “kanapka” features cold cuts, eggs, slices of hard cheese, and so on. The side dishes can be yogurt, milk dregs, and small radishes, or pickled herring.

Generally speaking, Poles do not reject strong tastes and start the day with smoked or fermented food. ✓

And the most important is coffee. For Poles, a cup of coffee is necessary to eat breakfast like other Western countries.

● Polish brunch

The Poles eat brunch not only in weekends but in weekdays. The brunch is usually boiled eggs, sausage, and bread. Their sausage is called “kabanosy.”

Of course there are sandwiches. Although it sounds common, the smoked sheep cheese and sausage make it delicious. The smoked sheep cheese is called “oscypek” in Poland.

● Polish lunch

In Poland, lunch is traditionally the most abundant meal of the day. The staple food for lunch is basically a Central European classic cuisine, with cold dishes, cabbage rolls or dumplings.

Also, including buckwheat and yogurt cucumber salad with yogurt. In Poland, it's called “mizeria.”

● Polish dessert

Their desserts have many different kinds. For example, doughnuts, apple pies, and so on. The apple pies and the doughnuts are respectively called “szarlotka” and “pączek.”

Particularly, they have a special dessert. It is called “wuzetka.” A square-shaped pastry made of chocolate sponge cake filled with whipped cream and covered with chocolate icing. How it got its name remains uncertain, but one version said it came from Warsaw's East-West boulevard.

Retrieved from:

<https://culture.pl/zht/article/%E6%B3%A2%E8%98%AD%E5%82%B3%E7%B5%B1%E7%9A%84%E6%AF%8F%E6%97%A5%E8%8F%9C%E5%96%AE>

Retrieved from: <https://warsawtour.pl/en/breakfast/>

- Polish dinner

The typical Polish dinner consists of two courses. One is soup, the other is meat. The soup is seasonal. In spring, a soup made with young sorrel leaves is served in spring. In summer, it may be chłodnik, a cold creamy borscht or vegetable soup. In winter, hearty and filling soups are preferred.

The other is meat dish. For example, roast chicken, minced cutlets, and steak roll-ups. ✓

Polish leisure activities

As mentioned earlier, the poles don't work after work. They enjoy the leisure activities. For example, their outdoor activities are hiking, skiing, visiting the beach. Because the country has a stunning natural landscape, with mountains, lakes, and forests that are perfect for outdoor recreation. ←

Also, they like social activities such as going to a coffee shop to chat with friends, watching a concert, and having a barbecue with family.

Polish essential drinks

In Poland, there are three essential elements in their lives. One is tea, another is coffee, and the other is beer.

Poles like to drink coffee very much. Whether in the morning, noon or evening, they will drink coffee to relive or enjoy the time. In Poland, coffee shops are very popular, where people chat, read, work or rest. In coffee shops ,people also taste some snacks or desserts to match coffee. ✓

Although Poles like to drink coffee, tea is also one of the essential drinks in their daily life. People enjoy a cup of fragrant tea in the morning or afternoon tea time. Specially, people in Poland usually add some ingredients such as lemon slices or honey to taste. In some parts of Poland, people also drink traditional herbal tea or flower tea. ✓

Polish wine is also very distinctive. Poles like to drink, especially beer and vodka. On some important occasions and celebrations, Poles also drink wine or champagne. ✓

Retrieved from: <https://warsawtour.pl/en/breakfast/>

Retrieved from: <https://www.expatfocus.com/poland/guide/poland-leisure-and-entertainment>

How to Become Part of Their Lives

- Breakfast with coffee

Most Polish people have the habit of having coffee with breakfast in the morning. For Polish, coffee is an essential part of starting the morning. So in order to promote coffee culture and thoroughly integrate it into their lives, we tried to come up with the following two projects.

- SOPLICA-Polish Coffee Vodka

When do they do this - what time of day?

It is the perfect combination of coffee and alcohol. Polish people like drinking very much, alcohol means drinking and relaxing to them. For example, Nalewka, it is one kind of traditional Polish alcohol. Because of their strong love for alcohol and the habit of drinking coffee. Therefore, if alcohol can be combined with the coffee culture they are used to, this product will definitely be integrated into their lives and become an attractive product.

- Kawa zbożowa

It is a kind of cereal coffee, or called roasted grain drink, which is similar to Taiwanese barley tea. In Poland, perhaps some people prefer SOPLICA-Polish Coffee Vodka and are accustomed to drinking tea than coffee, so this product are tried to combine of tea and coffee must be new and attractive for Polish, maybe the people who like tea rather than coffee will try to drink coffee.

Summary form

- What is important to you from the economic analysis?
 - Poland is a highly developed society in terms of population, economy, industry, trade and other aspects. Good detail
 - Convenient mobile payment system: Only a few roadside vendors and stores only accept cash. Think about incomes / inflation
 - The rules for trade or imports and exports are affected by the EU.
 - Almost all the retail store channels are dominated by the market leader — Biedronka, and the market share and sales are much larger than other stores.
- What is important to you from the cultural analysis? Hmm Think more!
 - Simpler religion and culture-Catholicism
 - Good location
- How might the customer make your product part of their lives?
 - SOPLICA-Polish Coffee Vodka
 - Kawa zbożowa