

Case Study: Market Entry Strategy

Tasly Holding Group is a Chinese Health Conglomerate specialized in manufacturing TCM-products (Traditional Chinese Medicine). Deepure is a premium tea product.



Challenge

Key challenge was to quantify market potential for Germany and to get an in-depth understanding of target groups and their preferences.



Methods

- Planning the German market entry for TASLY with Deepure
- Identifying business potentials and core target groups
- Generating market segments as well as trend profiles specific for the tea market
- Target group research:
 - Quantitative online survey on consumption & motivation to purchase
 - Moderated focus groups on qualitative motives
 - Blind tastings of established German tea brands and Deepure product range
- Identifying consumer insights based on preliminary results
- Developing an insight-driven brand strategy and positioning



Results

- Differentiated business potential analysis
- Relevant consumer insight
- Focused brand promise
- Efficient template for brand creation
- Roadmap to launch



With the support of enable2grow, we identified relevant market potentials in Germany and were able to position our product strongly.

Dr. Vidas Snieckus, CEO, TASLY Europe Co. Ltd

