

Contextualisation and diagnosis of international development strategy

Each strategic choice must be precisely justified

Company data

Company mission	product/sells trail products and accessories (shoes, jackets, bags etc..) with innovative and light designs and to keep this image of a sharing spirit company and an open minded one, innovative and eco-friendly products.
Turnover and evolution	CA 8 000 000 in 2020 CA 4 368 040 in 2020-21 2021-2022 : 5 512 100.00 € -14,01 %
Presence in foreign markets	Europe (France, Germany, Spain, Belgium, Turkiye, United Kingdom), outside Europe (Australia, Chile)

International development strategy

Target market	build the notoriety of Raidlight, be the sponsor of different Austrian trail events
Main market advantages	No tariff barrier or customs necessary, hiking trend, high level of DHI, population have good perception of made in France,
Main market risks	too many strong local & international competitors already presented in the market
Choice of entry method (export, FDI, contractual systems)	Indirect export
Sales method (agent/distributor)	specialised distributor
Target (segmentation criteria)	CPS +, countryside (small city), passionate by hiking, sports, going out to leave the routine, someone that is really active 1 : Trail shoes made in France with premium price. it provides a quality, comfort, aesthetic, very performance shoes. Raidlight try to differentiate our brand with French know-how that is really liked in Austria, it can add some assistance with the fact that is a small SME that cares of its customers. Highly competitive trail shoes
Positioning	

Mix marketing

Product mix

Product(s) or ranges concerned	Trail sportswears especially shoes
Competing offers in the target market	Trail shoes, the most famous product from each brand, with the shoes we can really create innovative products, with innovative design, we can easily communicate with it with the passionate tone that we want to adapt.
Strategic choice (adaptation or standardisation)	glocal
Brand launch period (local seasonality)	Start from March (il y a la saisonnalité, grand événement, etc.)

Price mix

Pricing method (cost logic, demand logic, competition logic)	competition logic
Pricing strategy (skimming, penetration, alignment)	premium pricing
Specific launch operation	non

Communication mix

Strategic choice (adaptation or standardisation)	adaptation
Communication targets	Workers who practice trail, who drive, or and take public transportation to commute everyday for work. Workers who use Google to look for the information, use Facebook and YouTube in daily basis
Communication objective	cognitive
Promise (Key message)	to have quality products made by implicated team and passionate sportsmen and women
Tone used	passionate tone
Choice of media and communication channels (support)	local newspaper, billboard, Google ads, Facebook ads, YouTube ads

Place mix

Type of channel (direct, short, long)	Short
Identification of retailers	specialised distributor