

Développement à l'international

Contextualization

Today we're going to present you Raidlight's marketing mix in a new market. First, Raidlight is a premium brand and an experienced enterprise (+20 years) which has been already presented in many other countries' markets such as in Europe (Spain, Germany, Belgium) and in Australia, Chile, Vietnam, and Guatemala. For so far, Raidlight's international strategy is to export in new markets and sell them thanks to its retailers and it hasn't any physical stores yet.

However, Raidlight wants to expand into another market and for that, we chose to develop in Austria' market with an indirect penetration strategy. Why Austria ? we chose this country's market because after our market research in Austria, we could see that Austria is :

- a country that belongs to the UE : advantages
- business climate rating is A1
- Alps cover 63% of the country's territory. It plays a big role in hiking and trail culture in Austria
- the most important is that trail culture is constantly increasing in Austria and most of Austrian people pratique it a lot (minimum 2 trail events in Austria every month)

Entry mode

For raidlight, we choose the entry approach through intermediary sales, via specialized distributors in the form of indirect export (the company entrusts the sale of its products or services to the distibutor)

Indeed, the company is an SME and it would be too expensive to set up directly in a foreign country. Either, it does not have sufficient cash-flow to spend on buying a space, to construct a building. In addition, Raidlight does not benefit from sufficient notoriety to establish itself

Mix marketing :

Product

We choose only one rang of product and could seem like a narrow rang and line of product, but it a good start to have a look in a purchasing reaction from our targets in the foreign market first. we chose this shoes because they are currently the leader products of Raidlight and which are really necessary for trail running. The products are only for adults because they are the ones who do trail running and often have the financial capacity pay for our products.

To determine our marketing target, we based on 3 criteria which are sociodemographic, behavior, and psychographic. So, to be precise, our principal target in this Austria's market is

: Austrian women who practice trail running and local tourists who search for quality products with 100% French know-how

Our principal target is only women within 25-50 years old having capital ++

Regarding the product, we have decided to opt for the Ascendo MP 10K+10K, specifically designed as trail shoes for women. Our decision to focus solely on women's products aligns with the current discourse on gender parity in sports, particularly prominent in Europe. Aligning with this ethos reflects our shared values with Raidlight: integrity and inclusivity. The product boasts superior specifications, including waterproofing, breathability, 3mm studs, cushioning, lightweight design, and VIBRAM outsoles, ensuring protection against varying weather conditions, terrain adaptability, comfort, and durability.

In terms of standardization, we have adopted a GloCal strategy. On the local front, we have tailored the product's color scheme to mirror the Austrian flag, incorporating red and white hues.. Additionally, our product, proudly labeled as "Made in France," enjoys a positive perception among Austrians.

As for packaging, we are committed to ecological sustainability. We adhere to the new legislation implemented in March 2023, which mandates all distributors to use reusable packaging and reduce single-use plastic products. Our packaging complies with these regulations, reflecting our dedication to environmental responsibility.

Price

According to Eurostat's data for 2023, Austria ranked fifth in terms of purchasing power among European countries, meaning they have relatively more disposable income to spend on goods and services compared to residents of other countries.

Recognizing this favorable economic situation, the decision-makers evaluated how the purchasing power of Austrians corresponds with the quality and specifications of their product. In other words, they assessed whether the product's features, benefits, and overall value justify a higher price point that aligns with the higher purchasing power of Austrian consumers.

After this evaluation, the decision was made to set the price of the product at 169,90€. This price point was determined based on the perceived value of the product in the Austrian market, considering both the product's quality and specifications and the purchasing power of the target customers. By setting the price at this level, the company aims to capture value from Austrian consumers who are willing to pay a premium for a product that meets their expectations in terms of quality and features.

communication

Adaptation the communication, focus more on the attributes of the shoe

Objectif : Cognitif afin d'augmenter la notoriété dans le marché cible.

Cible : L'acheteur : coureuses Femmes entre 25-40 ans (autres cibles au moins 3)

Club de sport qui achète plein de paires pour chauffer une équipe de sportives

Prescripteur : les cibles eux-même ou les organisateurs de l'évènement dans le cas de l'évènement sportif

Préconisateur ou influenceur : Create a collaboration with Jasmin Paris a scottish athlete that finished the famous race Barkley in the USA in

Influenceur : clients déjà acheter et utilisé les chaussures trail femme de Raidlight / Aurelien Sanchez french sportsman that complete the Barkley race

Média / Hors Média

Offline : billboard advertising has been an important medium in Austria for many years. 43% people in Austria. Local newspaper, such as Krone Zeitung. local newspaper during spring, the period where most of the trail races are organized

Online - paid :

- google ads : nowadays, people will think about Google when they want to find the information. We will subscribed to the paid-advertising so the brand will be shown on the first page
- Facebook ads : 41,7% people in Austria have facebook account actively
- Youtube ads : 81,4% austrian have account in youtube and youtube ads reached 87,5% of it
- communication campaign all year long on social medias

Promesse: Permettre de faire du sport en garantissant de bonnes conditions de pratique et en optimisant la performance sportive

Ton démonstratif : montrer les qualités des chaussures raidlight avec des caractéristiques techniques

→ une publicité qui s'attache à démontrer plus ou moins directement l'efficacité d'un produit ou ses avantages en situation d'usage.

→ met en avant le point fort d'une offre ou d'un produit.

Distribution

Concerning the distribution, we chose indirect sales by cooperating with selective sports retailers which will be short distribution. There are around 600 sports stores in Austria. We found 4 big sports stores and 3/4 is from these stores, the rest are small chain and independent stores. We also analyzed how they work in the sports market through several elements like Branding and market positioning, product range, store layout and experience, and market and promotion. For Decathlon, they prioritize their products more than the others and often offer low price products. Hervis is focused more in simplicity and efficiency. While sport direct is often prioritized the volume than the quality. And Intersport has the same value as Raidlight in terms of premium product. Initially, we considered selling our products in Intersport, but found it too costly to be presented in these stores due to our limited budget. Despite recognizing the potential benefits of being associated with Intersport, we had to abandon this idea due to financial constraints. Instead, we identified Brundl, a specialized mountain sports store with 31 locations across Austria with over 65 years experience, as a suitable alternative. We realized that our clients' needs are the easy access to find our product, and the customer service who has the deep knowledge about trail knowing that our

product is quite particular. With Brundl's experience and extensive presence in areas close to the mountains, we determined that partnering with them would sufficiently spread our products across Austria.

We have chosen the stores, now we need to establish communication with Brundl to secure the partnership. We opted to engage an agent in Austria to facilitate communication, considering it a cost-effective approach compared to sending our own staff to Austria regularly. Utilizing local agents offers advantages such as better understanding of the country's market dynamics and cultural nuances, as well as the ability to negotiate more effectively in the native language, thereby avoiding potential misinterpretations.

Recognizing the importance of an online presence in the digital age, we also plan to develop their website in German, the primary language spoken in Austria. However, it's not just about translating the content; we aim to tailor the website's elements, including images, videos, and other content, to resonate with Austrian culture. This strategy reflects Raidlight's commitment to catering to the preferences and expectations of their Austrian customers and ensuring a seamless online shopping experience.