

# Company C

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International Marketing Portfolio for Company C

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## Background of Company C



The founder of Company C, a tea lover had an idea after noticing similarities in the tea plants and camellia tree, strongly present in his home region of Waikato. He believed that the region would

be a great place to grow a great tea. In the mid 90's he executed his plan. He imported after a rigorously selection of 1,500 tea-cuttings from Asia to New Zealand. And that is when he encountered his first obstacle: the mandatory quarantine to comply with the New Zealand's Ministry of Agriculture directive. The hard condition of the quarantine had a great impact on the tea cuttings: only 130 survived. But with great dedication, the founder kept in courage and begin the work. Nowadays, there is over 1 million plants existing, spread over 48 ha in the Waikato region. Company C doesn't only operate the tea growing around the plantation, but also their own retail, guest houses, guided tours... and all this while being organic certified (Company C, 2025)! Company C focused on the production of oolong tea, a perfect mix or green and black tea to exploit all healthy benefits that both teas have.

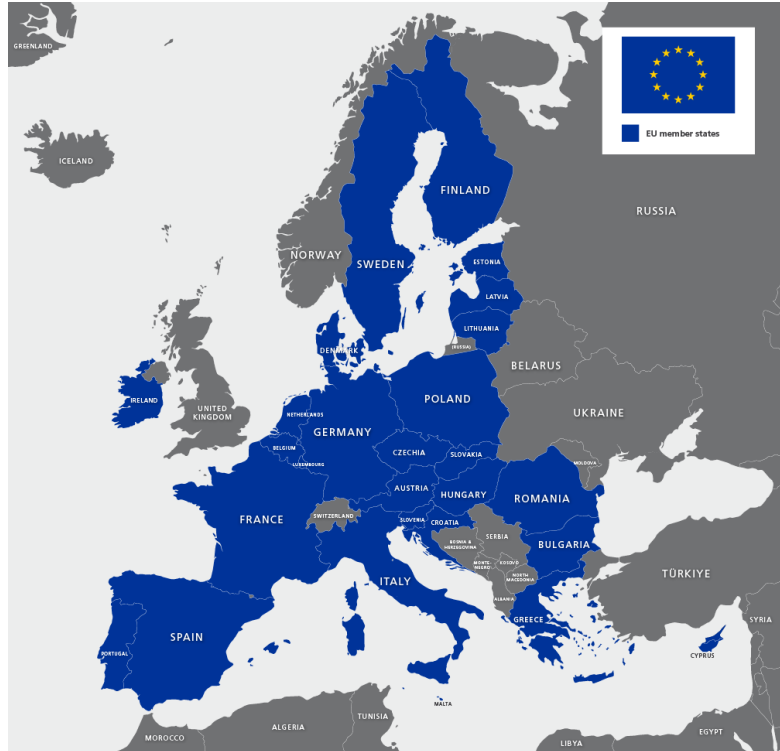
Company C, new objective is to enter the European Union market.



## 1 Market research

The European Union is born after the 2<sup>nd</sup> World War, the men behind this idea were Jean Monnet and Robert Schuman, the two were French diplomats and politicians. Their idea was to create a long-lasting peace in Europe after the devastation the war left, and this based on economic and trade with its neighbouring countries. In less a decade of debates, treaties, the European Steel and Coal Community was founded in 1951. Its originals members were France, West-Germany, Italy, Luxembourg, Belgium and the Netherlands. It evolved in 1957 after the Treaty of Rome that formed a common market. The current form and name of the

European Union is born after the Treaty of Maastricht in 1993. This treaty made the European Union to create and applicate common laws to all members states. It also instigates what European Union is most known and interesting outside Europe: a common market. In 2026, the European Union has 27 members, represents 5.5% of the World population (450 million people) and 16% of the total World trade (\$18 trillion) (European Union. 2026). To understand why the EU market is a good objective, it is



important to look about the place the tea has. Coffee is the most popular hot drink in Europe with a market estimated at \$52.99 billion in 2025 (Mordor Intelligence.2026). Tea however, while remaining far behind still hold the honourable share of \$19.86 billion in the same year, projecting a \$20.86 billion for 2026 (Mordor Intelligence.2026). In quantity, it is 110,000 tons of tea consumed this year (IndieBox.2025) The reason behind this fast growth of the tea market is the desire for Europeans to adopt a healthier lifestyle, especially after the Covid 19 pandemic (Gerden.2023). This lifestyle also aligns on sustainability and organic harvest, which matches Company C core values. One of the biggest tea consumptions raises is taking place in Germany with population looking more for a green tea because it has more health benefits (European Food Safety Authorities. 2010).

The European Union itself also promotes tea, but more on the production than the marketing aspects by founding programmes such as the Global Gateway (EEAS. 2024) for fair trade with tea production countries and labelling like organic agriculture, mandatory since 2010 (Gudmundsson. 2019). This emphasises the consciousness of consumers to buy more ethical, healthier and with less carbon footprints products.



However, some place of Europe also produce tea, such as France, Spain, Portugal... But these businesses are more plants nurseries and focus on local markets with no interests to launch a full-scale operation to deliver to all European Union. The tea they produce are more to accommodate customers during their visits (Hardin. 2020). The only tea plantation that exports is the Chá Gorreana, a Portuguese plantation located in the Azores archipelago. While the plantation is smaller than Company C

(only 30 ha for Chá Gorreana), they produce black, oolong, and a bigger focus on the green tea, leaving a gap for Company C to fill in (Chá Gorreana. 2026).

## 2 Market entry strategy

On the 1<sup>st</sup> of May 2024, the European Union and New Zealand signed a free trade agreement (New Zealand Foreign Affairs & Trade. 2024). Despite this, it requires more than this for an edible product to penetrate the European market. The FTA is just a way to lower the exports fees by removing taxes on exported goods, the costs linked to the transports remain. The European Union put in places lot of quality & safety controls to ensure that the products will be harmless to the population. Every product entering the EU market must go a series of testing & analysing, then to be awarded the “CE” certification (Conformité Européenne), a mandatory label for every product sold within the countries part of EU. This certification is not only about food products, but it also concerns almost anything (electronics, gardening, toys...) (European Union. 2026). This measure is to harmonise the market and its rules. The rules are severe, but it is to make sure the products respect population, environment and are ethical. One example is the “Hazard Analysis & Critical Control Points” or “HACCP”. This certification originates in the 60’s from the NASA to ensure food safety during space exploration (Safe Food Alliance. 2019). This is mandatory to be able to be sold in the EU since 2004 (European Union. 2026). However, there are other certifications proper to the EU that aren’t legally required but will reach a larger audience if the labels are presents on the packaging. The best example is the “Organic Certification” put in place in 2000 (Gudmundsson. 2019). This one requires few compliances to be obtained. For example, if the product contains meat, the animal welfare needs to be proven. As Company C does not contain animal origin products, it does not need to prove this, but stills can obtain the Organic Certificate by providing to the EU authorities proofs that their oolong production is organic and safe for environment, even if the production site is outside of EU territories.



At this stage, the best option to enter the EU market is through export. There are many reasons, for example Company C oolong tea is Waikato made, open another plantation site in Europe would be a colossus investment in term of money and time, it could take years just to cover the initial costs, so in order to be profitable would even be longer. Alongside, the brand would lose its identity as the tea wouldn’t be Waikato made anymore. A solution would be to open a Company C Tea Room in a European major city like Paris or Berlin, that also sells tea to bring home. If this plan works, Company C

would be able to open a secondary Tea Room in another city. This will allow the brand to gain in popularity that some other independent tea rooms or cafés could choose Company C as furnisher for oolong teas to serve in their own shops, spreading more brand awareness for Company C across European Union. If Company C meets success, it will not take long before seeing Company C products being available in retail.

### 3 Threats and opportunities

#### The MERCOSUR

The MERCOSUR is the common market from South America with Argentina, Brazil, Paraguay and Uruguay as founders, established in 1991 (MERCOSUR. 1991). This common market, inspired by other common markets in the World like AECU in Asia and more from EU in Europe, was to enhance the trade between South American nations. In 2026, all nations of South America are parts of it, full membership and partners (MERCOSUR. 2026), with an exemption of

Venezuela, suspended in 2016 for trade and human rights violation (BBC.2016). In 2025, the MERCOSUR generated a GDP of \$2.7 trillion (European Union. 2025), making the South American common market a major actor in the World economy.



In 2019, the European Union and the MERCOSUR announced that they were working on a FTA to come effective in the next few years (European Union. 2024). Because of a strong controversy from some state's members (Dimitrakos. 2026), the agreement changed into an Intermediate Trade Agreement (ITA) and a Partnership Agreement (EMPA), to satisfy most of the parties. This trade agreement represents however a risk for Company C. The reason is the tea production in South America. The main tea producer is Argentina with 70,000 tons (Ashton.2023), Company C is far, far behind with only... 20 tons (Company C, 2025). Even if Argentina focuses more on the black tea while oolong remains a niche market, it is not about the tea specifics but the quantity: how can Company C oolong tea stand out while the European market is flooded with Argentinean black tea? To remain visible by Europeans, Company C must exploit its brand identity and brag about its oolong quality. Company C must use the same methods it used to enter the market but this time on a larger scale with a well-prepared marketing plan where they will explore all ideas to remain visible (partnerships with local influencers or sponsorship at different events across Europe).

## The Plastic Ban



To stock its tea, Company C uses plastic bags for some advantages: it is light, easy to pack and help keeping the tea leaves dry if undamaged. It is one of the most used ways to pack and distribute in this industry. However, if Company C is planning to export to EU, it is where it could become an obstacle. Indeed, in 2021, the European Union Commission (a part of the EU legislative body) has adopted a measure: ban all single use plastic by

2029 (European Union. 2022). This law has been adopted to fight against pollution and in favour of the marine life preservation (European Union. 2018). This counter-time can be used as an opportunity for Company C, but this will require some investments into Research & Development. Company C needs to find an alternative before the ban becomes effective, to remain on the market while some competitors could exist the market because they don't have an alternative packaging that meets EU regulation's requirements and then being denied entering the market. As alternative, Company C could use metal tins with a silicone airtight seal to preserve the tea quality during the transport from New Zealand. That represents a good and sustainable alternative, perfect for EU regulations and to meet customers' expectations after a more friendly ecological approach. Company C could even push further with putting in place a deposit system for customers to return their metal tins once empty to get a new one or re-use them, if they want to purchase from bulk if available.

## Conclusion

The best way for Company C to penetrate the European Union is through exportations. Company C can easily be approved by European Authorities thanks to its transparency in its production and its quality. More, the proven organic way will be a plus to attract European customers to buy their products and by export, the "Waikato made" tea will keep its identity and conserve then, an "authenticiTEA".



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