

Abstract

The Intense - International Entrepreneurship Skills Europe - Project is a European youth entrepreneurship project that aims to promote a network between Universities, small and medium-sized companies and external stakeholders.

In this edition, a group of students from ISCAP (Portugal) and the HU University of Applied Sciences (Netherlands), worked with a Portuguese olive oil producer, the Cooperativa Agrícola de Olivicultores de Murça (CAOM), in order to develop an export strategy into the Dutch market.

Methodology

- Main purpose: to develop an internationalization plan for the Cooperative's olive oil.
 - Methods: a quantitative methodology, using an online anonymous survey, was carried out for the Portuguese and for the Dutch consumers.
- The survey covered more than 500 olive oil consumers, aged between 18 and 65 years old.

Competitors

Competitors	Advantage	Disadvantage
Bertolli	• Product and price more accessible to the consumer.	• Lower quality. • Intended for consumers with less purchasing power.
Carbonell	• Product and price more accessible to the consumer.	• Lower quality. • Intended for consumers with less purchasing power.
Vassilakis Estate	• High quality olive oil. • Exclusive and premium product.	• Expensive price for small quantity. • Is available in only a few stores (specialty stores).

Segments

- ✓ Companies (B2B) namely restaurants and hotels;
- ✓ Dutch customers looking to include olive oil in their diet;
- ✓ Portuguese Emigrant Community;

Products

- ✓ Olive Oil *Senhor de Murça*, 0,75L
- ✓ Olive Oil *Porca de Murça*, 0,5L
- ✓ 100% Natural;
- ✓ 100% HandCrafted;
- ✓ Extra Virgin Olive Oil;



Dutch Market

Dutch Market

- ✓ Extremely open to the outside and very dependent on the global and European economic environment. Is the eighth most exported economy in the world and the fourth more competitive.
- ✓ The Dutch market due to its geography and its atmospheric conditions do not allow the production of a quality olive oil. It all comes from foreign countries.
- ✓ Lower consumption of olive oil in Netherlands (0.8kg per year).

Dutch Consumer

- ✓ Concerned with the adoption of a healthy lifestyle and constant demand for sustainable and ecological products.

Consumption trend is monthly or rare

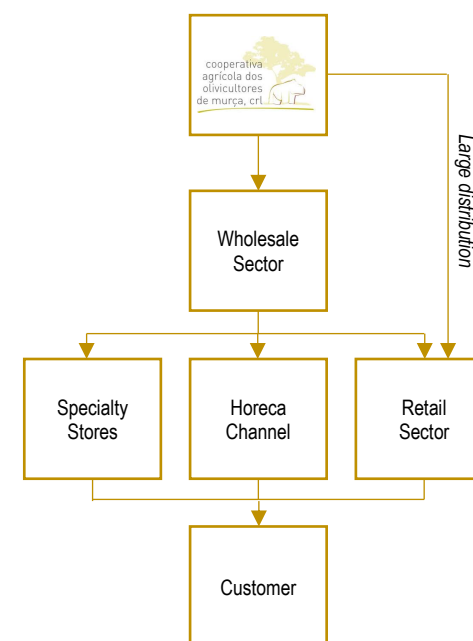
Preference for 0.7L bottles.

Preference for extra virgin and organic olive oil

The most valued is the quality and the price.

Consumers buy mostly in supermarkets.

Distribution Channels



Recommendations

- ✓ Choose an exporting agent with knowledge of the market;
- ✓ Disclose information about the benefits of a Natural Product - Olive Oil
- ✓ Promotion of products on social networks, taking advantage of the high usage rate of the Dutch market.
- ✓ Choosing a good wholesaler with experience in the Horeca channel.
- ✓ Translate/change the packaging labels according to the legislation in force.