

Marketing Plan for Case Company: Himalayan Trade Fair  
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Abstract

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The primary objective of this thesis was to create a marketing plan for a case company, Himalayan trade fair which has been operating in Finland since 2010 and dealing with the varieties of garments which are imported from Nepal and India. The purpose of this thesis was to give development recommendations for the company as at the moment, the company does not have any productive and feasible marketing strategies.

Initially, an interview was conducted with the owner of the company, Himalayan Trade Fair, Mr.Yagya Adhikari who informed of the current situation of Himalayan Trade Fair and know possible opportunities to create new marketing strategies.

The thesis was divided into two parts, a theoretical and an empirical part. In the theoretical part, various important elements of marketing like products mix, SWOT analysis, PESTLE Analysis, Internet Marketing, and Branding have been included. Theoretical part acts as a guideline for the thesis covering all the marketing elements linked with creating the new marketing strategies. The case company needs to have in-depth knowledge about different internal and external environments before creating any marketing strategies.

On the other hand, in the empirical part, marketing tools from company's perspective have been analyzed. Since the case company does not have a store currently, internal and external environment was analyzed with various marketing tools. More importantly, the focus is on internet marketing as the company is planning to sell its products via the internet. Furthermore, the current situation of the case company has been analyzed and their opportunities in the Finnish market. The thesis acts as a developmental recommendation for the case company which helps it to compete in the Finnish market.

Keywords: marketing plan, trade fair, export, Nepal

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## 1 Introduction

We live in the era of globalization, and there are significant and revolutionary changes in technology. People now have a variety of options and choices to choose from to gain a competitive market for an organization. Effective marketing hence plays a vital role in promoting the sales and creating goodwill of the company.

Marketing plan simply means creating a strategy for the company to boost the sales and to promote brand and goodwill. The marketing plan has to show what step or actions will be taken to achieve the planned goals. Marketing is what makes the products different from other varieties of product and tell about the company's service and products that they offer. A marketing plan is a foundation for a company as it is used to identify market position, segment markets, forecast market size and finally to plan viable market share with each market segment. (Westwood, 2016, s. 6)

This thesis will act as a developmental recommendation for our case company Himalayan Trade Fair as it covers all essential marketing tools including theoretical and empirical approach.

### 1.1 Background of the Company

Himalayan Fair Trade is a private limited company established in early 2010 in Finland. Initially, it focused on different types of working clothes, company t-shirts, coats and so on. Before it was dedicated for B2B business services like providing working clothes for Finnish companies as well as companies from Amsterdam, Paris, Frankfurt, Tallinn, and Stockholm. Customers were mainly contacted in advance through some business relationship referrals. For retail customers, marketing was done primarily through participation in the exhibition, festivals, events as well as flea market. A business card was given to clients as an invitation which played a huge role in marketing. Later in early 2015, a store was opened in Itäkeskus, Finland under the brand name colors but they have closed the store now. (Appendix 1)

At the moment company doesn't have any productive marketing plan, it has its warehouse in Espoo and Jokioinen, Finland where the products are stored. Before they used to have their retail store in Tenesmus which is closed as it was not profitable to run a retail store. Now this company mostly emphasizes in B2B Business, and it is mostly active in trade fair and open markets to sell its products. In Nepal, they have two factories, one in Kathmandu and another in an industrial area of Bhakta. At the same time they have one factory in Noida; the industrial district of India. They sell wide varieties of specially designed casual clothes, jewellery, hats, scarfs, shawls and bags for women. Their clothes are designed by Antti Ali Lekkala and Marja Tuomari in Finland after intensive research and feedback by customers, and then the designed blueprints are sent to Nepal and India for prototype or simply to make a product. The designer clothes are manufactured, and the product is sent back to Finland. If any corrections are needed, the product is sent

back again, if not, the product is ordered with description, order quantity, delivery date, color, and size. (Appendix 1)

As this company doesn't have any retail store and it merely relies on trade and fairs in summer to sell its products, the owner has decided to focus on digital marketing as their presence in social media and the internet is zero at the moment (Appendix 1). In this thesis, we have mostly emphasized on internet marketing as it is the most reliable and budget friendly marketing tool. (Charlesworth, 2009, s. 13)

This thesis comprises of theoretical framework associated with the different marketing tools and terminologies as well as the empirical study where some theoretical framework is explained from the company point of view.

## 1.2 Garment Industry in Nepal

The historical background of the clothing industry in Nepal began little over two decades prior. Before that, garments in Nepal meant traditional Nepalese garments that were exported to a limited number of countries in limited quantities. The clothing industry in Nepal fundamentally developed on the industrial revolution from the early 90's. The interest for fabric developed, so shippers needed to compete with others for the supplies to make it. This raised an issue for the purchasers, as the items were expensive. The solution was to use machinery, which was a cheaper alternative than manufacturing (which took a long time to create), therefore allowing the cloth to be cheaper to the consumer. Both domestic and foreign factors played a vital role in the meteoric rise of the garment industry in Nepal. Later, when the quota system was imposed by the importers from Europe and America to the other Asian countries, which resulted in the rise of labor cost in those countries. So the producers started looking for other alternatives and some cheaper labor cost locations, then Nepal emerged as a relocation site especially for Indian manufacturers as they were also hit by the quota system imposed. So the producers, especially from India, started to come to Nepal during the late 1970s' and manufacture garment products as the labor cost was relatively cheaper. (Garment Association Nepal(GAN), 2017)

This young industry's introduction was heedless, and with no set approaches by the legislature, however, this situation has changed a considerable amount amid the years. The administration has set a few arrangements, which are considered inviting to this industry. Later, the garment industries flourished due to the continuous efforts made by the industrialist though government policies aimed at developing this sector was not supportive enough.

Signals are being noticed in the country's export industries following the change in the world trade and the global shift to liberalized economic policy. Since the garment industry is being export based and has to compete with other countries, especially with the neighboring countries in the international market, the policies adopted by these countries are bound to have a direct impact on the garment export of Nepal.

Nepal has a unique advantage to expand exports of readymade garments, as it has a competitive edge in the manufacture of readymade garments due to the relatively low wage rates and low set up costs of industry.

Product offerings could be extended to include dresses, suits, sweaters, kids' apparel, nightwear, and T-shirts. Expansion into the manufacturing of towels, bed material, and similar things would also empower Nepal to increase exports gradually. The business sectors must be expanded with more concentrate on nations and regions, for example, European Union, Japan, Australia and the developing markets in the Newly Industrialized Countries and the Middle-Eastern nations.

### 1.2.1 Exporting from Nepal

Nepal is 150th largest export economy in the world. In 2015 Nepal imported goods worth of 6.61 billion US dollars but could only export 909 million US dollars' worth of goods, resulting in the negative trade balance of 5.7 billion US dollars. The top export in Nepal include flavored waters (83 million dollars), knotted carpets (74.5 million dollars), non-retail synthetic staple fibers yarn (55.3 million dollars), nutmeg (45.6 million dollars) and fruit juice (36.2 million dollars) whereas the main imports are petroleum, silver, semi-furnished iron and rice. The top export destinations from Nepal are India (561 million dollars), The United States (94.8 million dollars), Germany (37.4million dollars), the United Kingdom (28.8 million dollars) and China (20.7 million dollars). (Ministry of Commerce Nepal, 2013)

According to the Ministry of Commerce, Nepal, for the export of cotton goods and fake jewelry what the case company mainly exports the government of Nepal has given procedures and guidelines under the heading export transit procedure which are as follows.

#### 1. Payment Arrangements

- A. To ensure that the payment of the good is received in Nepal, under the foreign exchange control act and rules the exports of goods are only permitted against advance payments or documentary credit. Therefore, only after verifying the bank certificate of advance payment the export shipments are released.
- B. There is no limit set for advance payment, but the buyer has to remit the foreign exchange through the bank in Nepal, then the certificate of advance payment is issued by the bank which has to be submitted to customs at the time of export.

#### 2. Certificates for export

- a. A certificate of origin is a compulsory requirement at the time of export. This is issued by only two associations called Federation of Nepalese Chamber of Commerce and Industry and Nepal Chamber of Commerce.
  - b. An exporter needs to verify the value of goods that are being exported then only the certificate of origin is issued.
  - c. An exporter also needs to fill up a separate form that states that the product being exported is eligible for the tariff preference under the generalized system of preference scheme of the destined country.
3. As per the protocol between the European Union and Nepal government, a new system is introduced. According to that system for the export of textile products of five category which includes knitted shirts, knitted pullovers, men's woven breeches, women's blouses and women's dress which the case company imports, the exporters need to obtain export license from the department of commerce and a separate type of certificate of origin which is issued by the Nepal Chamber of Commerce. The European Union has a fixed quota for different types of garments to be imported from Nepal. This quota is applicable only for tariff preference under generalized System of Preference scheme in the EU market; exporters need to apply to Garment Association of Nepal in a covering letter along with the following documents.
- a. Invoice
  - b. Documents that prove the manufacture is in Nepal, which is the customs import declaration to verify the import of fabrics or documents issued by the cottage and handicraft emporium showing locally manufactured fabrics.
  - c. Certificate of Origin issued in the country from where the fabrics are imported.
  - d. Letter of Credit copy
  - e. packing list generally for large quantity export

### 1.3 The Garment industry overview of Finland

The Finnish clothing and textile industry have been in a downfall since the collapse of the Soviet Union in the early '90s. The production costs aren't compatible with the low-cost countries, and so the production lines have moved to the Baltics or the Far East. (Sandfors, 2010)

Due to the demographic trend (average age is about 40 years), most of the purchasing power consist of middle-aged people who are interested in fashion and quality. Women's fashion is the biggest segment of the clothing sector, and it is relied upon to keep on growing. Home textiles are additionally on the ascent due to the boom of the decoration and interior design. (Sandfors, 2010)



The clothing sector in Finland focuses on the design of the product. The production is often carried out either in the neighboring low-cost countries, Southern Europe or the Far East. The Finnish production lines have been laid off due to high production costs. The local clothing production couldn't answer to the rapid changes and the demand for flexibility of the modern fashion industry. (Wiinamäki, 2012)

S-Group (Department stores Sokos and Prisma hypermarkets), Kesko and Stockmann department stores are the three largest retailers in the Finnish market for clothing and home textiles. In addition to these the clothing, market is dominated by Swedish chains H&M, Lindex and KappAhl and Finnish Halonen, Seppälä and Moda. Within home textiles, the biggest brands are Marimekko and Finlayson. (Sandfors, 2010)

### 1.3.1 Finnish characteristics regarding textile

#### a. Climate

The weather is one of the influential factors that affect the textile industry. Depending on location, winters in Finland last from four to six months between November and April. Temperatures range from zero to -35. Due to the freezing climate of Finland, there is high demand for textile and extensive winter outerwear, and thus this feature can be a great advantage for exporters of warm textile products. The winter wear must meet the requirement of the long and cold Finnish winter so it must be made with proper dense fabric to withstand the cold temperature.

#### b. Quality

Finns prefer to use high-quality products, and they seem to give high emphasis on brand. Therefore, the exporter should consider on quality to sell higher priced products. Regarding home textiles, Finns change their bedding frequently and are used to 100% cotton/satin/silk.

#### c. Size

The manufacturer must take Finnish size into account while designing any product as they must match with Finnish sizes. Clothing sizes, for example, are slightly larger compared to Asia. Manufacturers should be aware of that (especially with hats, gloves, and belts) there is demand for larger sizes.

### 1.3.2 Legislation of Textile Sectors

The companies should document their compliance with the legal requirement by following European legislation to ensure the safety and security of the consumer. The product's safety should always be checked before it enters the European market. The absence in carefulness in risk avoidance may bring about withdrawal from the market. Purchasers additionally have the privilege to request financial compensation on the off chance that it can be demonstrated that a defective item has caused harm. (Sandfors, 2010)

The EU has established a European surveillance network, RAPEX, to monitor the safety of commercial Products. It is a system based on the rapid exchange of information on products considered dangerous (except food, pharmaceuticals, and medical devices). (Sandfors, 2010)

Exporters of textile items to an EU member state ought to consider policies and chemical marking. Items that are made out of no less than 80 % of fibers (by weight) are viewed as textile products. Things that don't meet the prerequisites can't be sold in the EU. (Sandfors, 2010)

There are two major things which need to be considered while importing any products in Finland.

#### A) Labelling

While importing any garments, there should be mandatory labeling of the Finnish textile sectors which include fiber content, care instructions, and manufacturers' name. Other than the country of origin, name, and quantity of product, size, and operating instruction requirements are optional. However, for example, size and relevant information should be added. (Sandfors, 2010)

The use of abbreviations is not allowed, and the fiber content should be indicated by the official name. Only as a supplement, the trade names can be used. The fiber content has to be demonstrated in Finnish and Swedish. Care instructions must be expressed in words (Finnish and Swedish) or symbols (except carpet symbols are licensed and authorized by SFS-Inspecta Oy Sertifiointi). The instructions should be clear enough which indicates whether any part should be excluded from the treatment process or if the product is colorfast. The name of the manufacturer is compulsory, and to compensate this information the name of the brand of the garment is not always sufficient. (Sandfors, 2010)

#### B) Chemicals

The REACH directive regulates registration, evaluation, authorization, and restriction of chemicals to protect human health and the environment. If production involves the use of chemicals, it is necessary to study the EU regulation on chemicals and their safe use. In addition to this, Finland has a national legislation concerning textile products containing Formaldehyde. (Sandfors, 2010)

### 1.3.3 Finnish nature in business

The Finnish society is built on a high level of integrity and ethics, which also reflects the corporate culture. Finnish accomplices are very punctual to time, and they esteem rules, quality, effective and efficient negotiations, express conditions and consistent with the agreement. (Invest in Finland, 2017)

The corruption rate in Finland is meager, and people are sincere. Finnish companies have a keen interest in protecting their reputation. While having any meeting with Finnish partner it is advisable to arrive early as

being punctual is a sign of respect and efficiency and they are very punctual, it is also wise to present an argument in details as Finns usually do not ask much and e-mail is most frequent and reliable source of medium to communicate. (Invest in Finland, 2017)

Packages or documents done in unprofessional manners are not appreciated by the Finns. Same codes are used to mark products, invoices, and packing lists. All records required by Finnish accomplices must be attached to invoices and shipments. Additionally, the EU requirements for marking and packaging is mandatory. (Invest in Finland, 2017)

#### 1.3.4 Importing Agents and Companies

There are various importing agents and corporations in Finland which facilitate the providers in developing countries and can trade with their customers directly or through specialized agents or importing companies. Direct sales require regular visits which can be challenging if the distance between the two countries is far. There is also a lot of work to be done regarding finding a reseller and to agree upon a method of cooperation. It is possible that a store only buys a few items, which will make the moving costs rise, so one would always have to evaluate the cost-benefit relationship. (Sandfors, 2010)

When working through an agent, the manufacturer pays a specialized professional who resells finished products. Usually, an agent requires at least 15 % of commission. There can also be some challenges when working with an agent, for example, a compilation of bills can be challenging and expensive. (Sandfors, 2010)

In some cases, an importing company can be the best and safest option. These companies would first select and buy a few articles for their stock and then sell them to their customers. The commission would be around 15%, and the billing would be between the supplier and the importer. There are other platforms like Finnish Catwalk ([www.finnishcatwalk.fi](http://www.finnishcatwalk.fi)) which can be used for exhibiting products at trade shows which are for clothes or Habitare ([www.habitare.fi](http://www.habitare.fi)) for home products. Usually, agents and importing companies are involved in these fairs and travel Finland showing products to smaller stores. (Sandfors, 2010)

## 2 Theoretical Background

### 2.1 SWOT Analysis

SWOT analysis is the most renowned tool used by an organization to identify its internal strength and weakness as well as its external opportunities and threats. It is an analytical framework that can help an organization to identify a niche in the market by knowing the greatest challenges and its most promising new markets. The organization should always aim to turn their weaknesses into strengths, and their threats into opportunities (Foong, 2007).

As its name states, a SWOT analysis examines four elements:

Strengths - internal attributes and resources that support a positive result.

Weaknesses - internal attributes resources that work against a successful outcome.

Opportunities - external factors the project can capitalize on or use to its advantage.

Threats - external factors that could jeopardize the project.

Primarily an organization should question these things while making a marketing strategy.

<p style="text-align: center;"><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• What advantages does your organization have?</li> <li>• What do you do better than anyone else?</li> <li>• What do people in your market see as your strengths?</li> </ul>	<p style="text-align: center;"><b><u>Weakness</u></b></p> <ul style="list-style-type: none"> <li>• What could you improve?</li> <li>• What should you avoid?</li> <li>• What are people in your market likely to see as weaknesses?</li> </ul>
<p style="text-align: center;"><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• What good opportunities can you spot?</li> <li>• What interesting trends are you aware of?</li> </ul>	<p style="text-align: center;"><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• What obstacles do you face?</li> <li>• What are your competitors doing?</li> </ul>

Figure 1. SWOT Analysis

## 2.2 PESTLE Analysis

A PESTLE analysis is a framework or tool used by marketers to analyze and monitor the macro-environmental (external marketing environment) factors that have an impact on an organization. The result of which is used to identify threats and weaknesses which are used in the SWOT analysis.

PESTEL analysis is primarily used by organizations in the identification of the various factors that shape the external environment in which the organization operates. PESTEL includes the political, economic, socio-cultural, environmental technological and legal factors, which play an integral role in describing the

framework of environment that the organization is currently operating and the manner in which the factors will influence the future operations of the organization. PESTEL analysis is important during the process of strategic management because it is an integral tool that the organization can deploy to identify the various macro environmental factors that the business enterprise has to take into account while launching a new project, product or service. (Bensoussan, 2012, s. 187)

It is very critical to understand the complete depth of each of the letters of the PESTLE. It is as below:

#### Political

This includes different government policies and law which affect the business directly. Political factors include all government regulations and legal issue under which the firm must operate. Various political factors like tax policies, Fiscal policy, trade tariffs, etc, may affect the business environment to a great extent. (Bensoussan, 2012)

#### Economic

The economic situation of a particular nation has a huge impact on business operations and decision making of the organization. There are various economic factors like inflation rate, interest rates, foreign exchange rates, economic growth patterns, etc., which directly affect the Business. (Bensoussan, 2012)

#### Social

Social Factors include all demographic and cultural aspects of the environment like age, gender distribution, cultural norms, Fashion interests, growth of population, etc. Social factors play a vital role in marketing segmentation. (Bensoussan, 2012)

#### Technological

These factors directly affect the cost and quality of the output. This includes various things like automation, technology incentives, the rate of technological change, R&D activities, etc., that may affect the operations of the industry and the market favorably or unfavorably. (Bensoussan, 2012)

#### Legal

Legal factors have a direct influence on company's operations, its costs, and demands for its products. Various legal factors like, Consumer law, Antitrust law, Employment law, Discrimination law Health and safety law etc. are needed to be taken into account while doing business. (Bensoussan, 2012)

#### Environmental

These factors include all ecological and environmental aspects such as weather and climate that influence the surrounding. Organization these days are giving space to innovation and concept of green business as climate change is a hot topic these days. This is also important factors that need to consider while doing business for example summer clothes has a relatively low market at Nordic countries than other European countries due to weather. (Bensoussan, 2012)

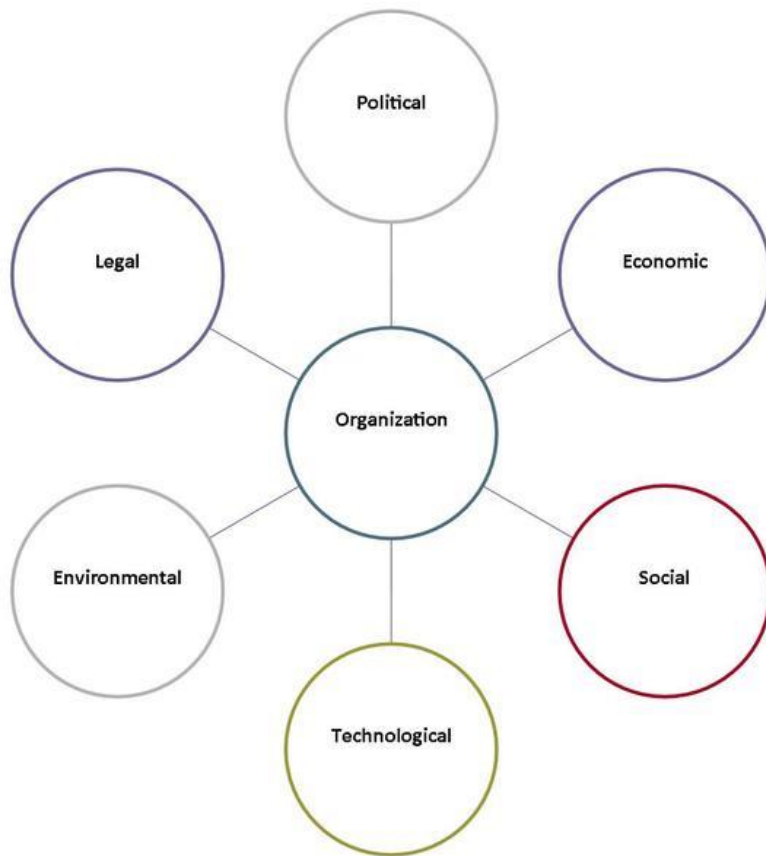


Figure 2. PESTLE Analysis

### 2.3 Marketing Mix

The marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything that firm can do to

influence the demand for its products. The many possibilities can be collected into four groups of variable known as the "four Ps": product, price, place, and promotion.

#### Price

Price is the value that is put into a product. In general, price refers to as the sales price of a product. The factors considered to set a particular price for the product is its cost price, marketing expenses, distribution cost, and demand. (Kotler, 2010.)

#### Product

Product refers to the item to be sold. The factors considered to make a new product include the questions such as, what does the customer want from the product, what needs does it satisfy, what features it possesses to meet the needs, how it is different from competitors, etc. (Kotler, 2010.)

#### Place

Place refers to the location where product are sold. The factors considered for place includes the questions such as where the buyers look for such products, how can right distribution channels be accessed, are trade fairs necessary or make online submissions. (Kotler, 2010.)

#### Promotion

Promotion simply means the collective marketing communication campaign used to sell the product. The factors considered for promotion are where/when can marketing message be reached to the target market, when is the best time to promote, will the audience be reached by online advertisements, leaflets or promote in social networks. (Kotler, 2010.)

Promotion can be divided into four different parts which are advertisements, personal selling, direct marketing, sales promotion and public relation.

#### Advertisement

An advertisement is a form of non-personal promotion. This is done when a company pays a certain amount of money to newspapers or various media outlets to promote the company's idea, goods or services. It is one-way communication to the customer. Advertisements are done in newspapers, television, websites, city buses, etc. (Kotler, 2010.)

#### Personal Selling

Personal Selling is one to one communication with the customer or a prospective buyer. This can be done via personal meetings, email, phone messages, etc. (Kotler, 2010.)

#### Direct Marketing

Direct Marketing is advertisement done to a targeted group of prospective customers rather than to a large group of people. The primary purpose of direct marketing is to generate sales from the already separated target group. Direct marketing is also done to let know the customers about special promotions, bulletins, customer inquiries, etc. Its examples are direct mail and email. (Kotler, 2010.)

#### Public Relations

Public Relations are simply some activities done by an organization to influence a target audience. It includes public relation campaign done to create a favorable image of the company. (Kotler, 2010.)

#### Sales Promotion

Sales Promotions are done to inform customers about the new product, to increase sales, create a positive image, etc. It is all marketing activities other than personal selling, advertisement, and public relations. (Kotler, 2010.)



Figure 3. Marketing Mix



## 2.4 Internet Marketing

Webopedia has defined internet marketing as advertising and marketing efforts that use the Web and e-mail to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers, and magazines.

Internet marketing these days has been a new medium for advertising, public relationship and a new product distribution channel. On top of that, internet marketing offers new opportunities for developing new international market without the sales offices or agents. Internet Marketing is even considered as the most cost-effective marketing tool as it reduces paper works and number of staffs as well as bypass operating offices. (Chaffey, 2009, s. 3)

Internet marketing can be categorized into a more specialized area such as web marketing, email marketing, and social media marketing.

### 2.4.1 Web Marketing

Web Marketing refers to a broad term of advertising that can take many different forms but involves marketing activity conducted online. (Chaffey, 2009)

The web has had the fastest adoption rate of any information medium in history. Marketers have shifted their efforts online as it tends to be significantly less expensive. Many online advertising spaces are free to use. The cost of a major television advertising campaign is far higher than paid search marketing cost. Having a good website will provide more information of the product to target customers as well as make the company more reliable and trustworthy. One of the most important factors when designing a website is its functionality as if the site is not user-friendly and not easy to navigate through then the customers will most likely lose interest. The interactive space of the internet simplifies a company's ability to track, store and analyze data about a customer's online behavior and personal preferences. (Chaffey, 2009)

### 2.4.2 E-mail Marketing

E-mail marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broad sense, every email sent to the potential or current customers could be considered email marketing. (Zarrella, 2010)

The term e-mail marketing usually refers to sending an email with the purpose of enhancing the relationship with its current or previous customers to encourage customer loyalty and repeat business, sending emails

with the purpose of acquiring new customers and adding advertisements to the email sent by the companies to their customers. (Zarrella, 2010)

The advantages of e-mail marketing are the email allows the marketers to reach out to consumers with personalized, relevant and dynamic messages. Over half of the internet users checks or sends emails on a particular day, so it's a good means of marketing. Furthermore, advertisers can reach the substantial number of email subscribers who have opted in to receive e-mail communications on subjects of interest to them. The main reason email marketing is carried out is also of its no cost, success rate and its measurability and flexibility.

#### 2.4.3 Social media marketing

Social media marketing is the use of social media platform to promote a product or a service. Most of the social media platforms have their own built-in data analytical tools which enable the company to track the progress, success, and engagement of ad campaigns. (Tuten, 2014)

Over the past several years, social networks have become increasingly popular as they made their way into mainstream society mainly due to the ability to communicate in both real times and asynchronously with a wide group of people. (Tuten, 2014)

The most used social media platform for marketing or advertising include Facebook, Twitter, and Instagram.

##### Facebook

Facebook is one of the most comprehensive marketing channels on the internet with it's over billion users. Creating a Facebook business page is the simplest way of utilizing it for marketing. Facebook can be used as a second website for the company, bringing it closer to its customers and making it easier to reach its target market (Levy, 2010).

Facebook even provides a proper advertising called Facebook ads, but it can be costly especially if the budget of the company is small. There is even a new feature in Facebook called promoted posts which increase the chosen Facebook's post visibility by showing it up for a longer period and placing it on people's newsfeed, but this can also be a bit expensive for a small budget company. But with its growing users and millions of people login in every single day, Facebook is an essential medium for advertising and marketing business in today's modern world. (Levy, 2010)

##### Instagram

Instagram is a mobile photo-sharing app and social network created in 2010 by founders Kevin Systrom and Mike Krieger. In 2012, Facebook purchased the service for \$1 billion. According to Instagram, the social platform has more than 300 million daily active users and 500 million monthly users. (Gausepohl, 2017)

Instagram is photo- and video-centric, so users can edit and post images and short videos, record Instagram stories, and go live with video. (Gausepohl, 2017)

Instagram is an online mobile photo and video sharing and social networking service that enables its users to take pictures and videos and share them either publicly or privately on the application.

Instagram has over 300 million active users and is overgrowing. Instagram also provides service for businesses which makes it an excellent platform for advertising and marketing businesses. By uploading a photo or a video and captioning it with a hashtag (#), which is the keyword while searching for something specific on the application, millions of users all around the globe can view the images or videos posted. This way people with similar interest can find the pictures with just a click and with the link created on the profile of the company users can reach to the website and can make a direct purchase from there. (Gausepohl, 2017)

## 2.5 Branding

Branding is name, sign or symbol used to identify items or services of the seller and to differentiate them from goods of competitors. The elements that make up a brand is its name, packaging and price, its history, its reputation and the way it's advertised. (Bennett, 2010)

Branding purpose is to simply and quickly help customers understand what you offer and how are you different from competitors. Almost nothing beats a strong brand. If two companies offer the same service, most of the time the company with the stronger brand image is sold, even if the lesser known company would excel in quality. This happens especially if the customer is low on time and has to make a quick decision. Well-known brands can often spend less time and money to get more sales, as the customers will not have to procrastinate when choosing a trusted brand. Word of mouth marketing will also work better for branded companies, as the customers are more likely to remember the company's name. (Bennett, 2010)

## 2.6 Content Marketing

Content Marketing as stated by Lieb is "a pull strategy- it's the marketing of attraction. It's there when consumers need you and seek you with relevant, educational, helpful, compelling, engaging and something entertaining information. (Rebecca, 2011.)

In other words, content marketing means creating and sharing a valuable free content to attract the customers. The type of content shared should be closely related to what the company sells. It can also be explained as educating people so that they know, like and trust you enough to do business. Content marketer uses blogs, video, podcasts and social media sites as the tool. (Rebecca, 2011.)

Nowadays social media is a key platform for content marketing as it has billion of users and it is easy to use and economical too. The recent survey by SCORE Association shows the following result, where the target audience and marketer were asked the most preferred social for B2B marketing and B2C marketing:

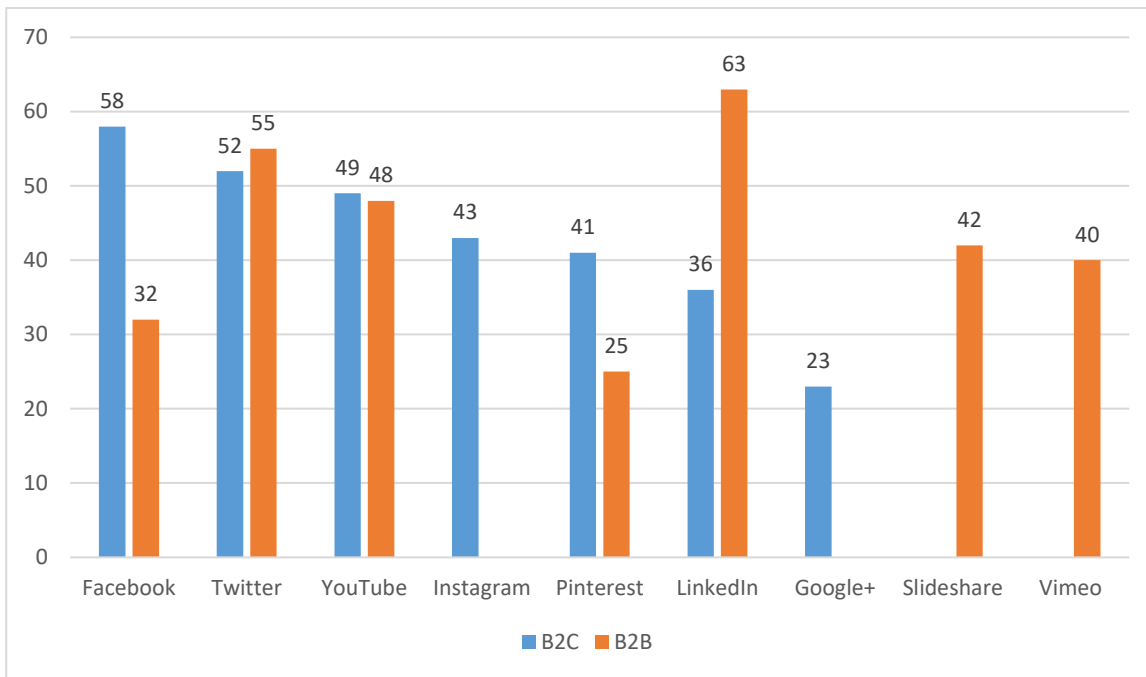


Figure 4. Social Media Preferences among B2C marketing and B2B marketing (SCORE Association, 2015)

The above chart shows that Facebook is most preferred social media for B2C marketing followed by twitter and YouTube whereas LinkedIn is most preferred social media for B2B marketing and twitter and YouTube remains in second and third place consecutively.

## 2.7 Competitor Analysis

Competitor analysis plays a vital part in the strategic planning of the company. By competitor analysis one can obtain information about the principal competitors and can use that information to predict opponent's behavior. The things that should be considered while analyzing the competitors include the questions such as who are the competitors, what product and services they are selling, what are their past and current objectives and strategies, what type of media are used for marketing their products, what are their strengths and weaknesses, what threats does it pose for the case company and what opportunities do they make available to the case company.

## 3 Empirical study of case company

### 3.1 Company's current marketing strategy

Currently Himalayan Trade fair doesn't have any particular marketing strategy. They don't have any presence on the internet and social media. They merely rely on trade and fairs during summer to sells its products.

International Grand Market (Kansainväliset Suurmarkkinat) is one major event in Finland which they actively participate. Since they don't have any store at the moment, they are now planning to an emphasis on internet marketing to sell its products. Now they are already preparing to develop the content for internet marketing, and hopefully, they will be selling their products via online until the end of summer. (Appendix 1)

### 3.2 Mission and vision of the company

A Mission Statement defines the company's business, its objectives, and its approach to reach those goals. A Vision Statement describes the desired future position of the company. Elements of Mission and Vision Statements are often combined to provide a statement of the company's purposes, goals, and values. However, sometimes the two terms are used interchangeably. (Bain and Company, 2015)

To have an effective strategies marketing planning company need to have a clear mission and vision. The mission is like a statement which talks about the present leading to its future whereas the vision, on the other hand, is like a statement which talks about the future.

In the case of Himalayan Trade Fair, they have a mission of operating their business in Finland by making their products accessible 24 hours to all customers from every part of Finland. To be precise making their service available via the internet and making their customers aware about its brands. The vision they have is to make their service assessable across whole Europe by developing a strong foundation of the brand in Finland. (Appendix 1)

### 3.3 Marketing mix

Himalayan trade fairs need to analyze the elements of the marketing mix to aim towards its mission and vision. We have classified every element of product mix to make company easy for the marketing plan.

#### Products

In the case of Himalayan Trade Fair, they sell varieties of special designed casual clothes for female, jewelry, hats, scarfs, shawl, and bags. Since they are selling their products mostly during summer, they need to know the taste and preference of the Finnish customers so two Finnish designers Antti Ali Leikkala and Marja Tuomari design clothes for Himalayan trade fair by analyzing the target customers tastes and preferences. Himalayan Trade Fair focuses only on summer clothes even though in Finland the weather is mostly cold, focusing on winter clothes is necessary as they are also planning to start online selling rather than just selling on summer festivals.

#### Place

At the moment Himalayan Trade Fair sell their products via trade and fairs during summer time only. International Grand Market (Kansainväliset Suurmarkkinat), and Sunday flea market in Hakaniemi are the two primary venues for them to sell their products at the moment. Since they are planning to sell their

products via the internet by the end of this year, they need to have effective strategies to make their website noticeable and available to their customers. We would like to suggest Himalayan trade fair to distribute leaflets to their customers which should include details about the company website, and contact email and phone number. Additionally, it will be better if they can make their website visible on their stall with attractive and colorful prints so that it will be noticeable to all visitors.

#### Price

As pricing is an essential element of the marketing mix, Himalayan trade fair needs to set competent price to cover their expense. However, the price should fit with what the market is willing to pay for the quality of the products. It is more important for Himalayan Trade Fair to know its competitor's pricing policies to set the price for the products since their goal is to sell their products via the internet by the end of this year, they need to introduce various discounts including group discounts and student discounts just to attract the customers. At the moment, they have their products price ranging from three euros to sixty euros.

#### Promotion

Promotion is an essential element to raise customer awareness of a product or brand for generating sales and creating brand loyalty, but in the case of Himalayan Trade Fair, they are not so active in promotion plan as they solely depend on trade and fairs in summer. And even while selling in the festival no pre workout was carried out like informing the loyal customers through Facebook and other social media. Now main marketing policy of Himalayan Trade Fair will be giving priorities on digital marketing; they will be emphasizing google marketing and search engine optimization to target their customers.

### 3.4 PESTLE Analysis

As PESTLE being a valuable tool for analyzing the external environment that has a direct effect on the functioning of the company. The following conclusion was found out that will serve them as a base for marketing strategies.

#### Political Factor

Finland is one of the least corrupt countries in the world, and they are known for the most honest people of the world which makes the business more reliable and straightforward. According to BMI Research, (Fitch Group), Finland will remain one of the most politically stable countries globally over the course of the 10-year forecast period (2016-25). The main reasoning for this is Finland's well established and functioning state bureaucracy, an effective rule of law and various personal freedoms and civil liberties, such as one of the world's most progressive gender equality legislation. (Invest in Finland, 2017)

#### Economic Factor

Economical factor should also be taken into consideration as the financial situation of the country has a direct impact on business. Comparatively, Finland can be considered as a safe place for Himalayan trade fair to expand its business and also, they can have the same benefits and grants as other Finnish companies. However, the economy of Finland has had torrid time since the onset of the financial crisis and euro crisis that followed it but the steadiness in growing up again, and there is a lot of opportunities for the case company to flourish.

Finland is an excellent place for Himalayan Trade Fair for expanding their business if they have proper marketing strategies. Finland is strategically located at the center of a rapidly developing marketplace of 80 million consumers from North-western Russia, Scandinavia and the Baltic state which help them to achieve their vision to expand their business internationally. (Invest in Finland, 2017)

Another reason for Finland being an ideal location for Himalayan trade fair is because Finland is a member of the European Union (EU) and is the only Nordic country using Euro as their currency. Finland also ranks fourth in the World Economic Forum's (WEF) Global Competitiveness Index 2014 to 2015. Finland's health care, primary and higher education and innovation environment are ranked the best in the world by the WEF. Finland is the ninth easiest country to do business according to the World Bank Report 2014. Overall Finland economy remains a global leader in business freedom, trade freedom, property rights, and freedom for corruption. (Invest in Finland, 2017)

#### Social Factors

Finns are considered modest, honest and reliable. They place a high value on words and mean what they say.

In business meetings, Finns take punctuality very seriously and expect you to do likewise.

Modesty, working at a measured pace, honesty, reliability, respect for traditions and customs, strength, silence, democracy, independence, resourcefulness, bravery, diligence, sensitivity and cleanliness are the main value of Finns. (Passport to Trade, 2017).

Equality is at heart of Finnish society. However, Finns are considered as pretty shy persons. Moreover, the education level in Finland is very good where the literacy rate is 100% for both male and female which gives perfect hub for doing business. English is the common second language of the business community where Over 90% speak English. (Invest in Finland, 2017)

The Finnish workforce is experienced and exceptionally well educated. Finns know the global business and are used to working in a multicultural environment across different time zones in English. Over 90% of Finns under thirty speak English. In addition to Finnish language, Swedish is Finland's second official language, and many Finns also speak Russian. (Invest in Finland, 2017)

In 2015, the World Economic Forum estimated that Finland has the best human capital in the world regarding education, well-being, and employment. According to the Organization for Economic Co-operation and

Development (OECD) survey on Education at a glance in 2016, it states that the highest performing graduates in Europe come from Finland. (Invest in Finland, 2017)

#### Technological Factors

Finland has come a long way in a relatively short time in recent years and succeeded in making a significant mark on the global technology and innovation landscape which has contributed the companies with a top-flight innovation environment internationally, which also attracts foreign investment.

Finland is home to world leading mobile gaming companies, such as Supercell (Clash of Clans), Rovio (Angry Birds) and Fingersoft. Wearables cover everything from fitness trackers, augmented reality glasses and smart contact lenses to smart jewelry, smart clothes, and smart fabrics. A world-class cluster of machinery companies, such as Kone, Metso, Valmet, and Wärtsilä, combined with a high concentration of ICT professionals, has enabled Finland to become a pioneer of the Industrial Internet.

Innovation driven and economically successful Finland has given the world the mobile text message (SMS), the Heart Rate Monitor and the Linux operating system, just to name a few. Finland is the biggest contributor to global innovation in the world (ITIF 2016). The R&D expenditure in Finland was 2.9 % of GDB in 2015. With access to top high tech talent and a Silicon Valley inspired business culture, Finland is an R&D hotspot and a testing ground for companies looking for business transformation. (Invest in Finland, 2017)

### 3.5 SWOT Analysis

SWOT is a way of identifying the strengths, weakness, opportunities, and threats of a company by observing the internal and external environment. The SWOT analysis of the case company is explained below in each heading.

#### Strengths

Firstly, the strength of the company includes its product being of high-quality cotton which doesn't shrink and also the price rate being lower than the competitors. The company's factories are situated in India and Nepal, so the labor costs are far cheaper, and in surplus, the desired products can be available for customers in short span of time. The factories strictly prohibit child labor, as child labor is widespread in those countries. Furthermore, local Finnish designers design the clothes who know the trends of current Finnish market so the design of clothes can be met according to the current fashion.

#### Weaknesses

In the growing world of internet, the company's biggest weakness includes the lack of involvement in internet marketing as the company only focuses on trade fairs and doesn't have a retail store in Finland.



The company has a limited amount of budget and resources. The company is operated by a single person which results in the lack of workforce and limited ideas and innovations. As owner being a foreigner, the Finnish language barrier is also among the weaknesses.

### Opportunities

Internet Marketing helps to save much cost for renting location and hiring employees as a maximum number of customers can be reached online. A cheap and efficient marketing plan can be fulfilled by developing a good online marketing strategy and especially in Finland where internet retailing is in increasing order, internet marketing is an astonishing opportunity.

Currently, the company sells casual wears, ornaments, shawls, scarfs but they have the chance to grow its product. So, product expansion is also an opportunity. Like Finland countries such as Sweden, Norway, and Estonia also possesses a similar kind of culture and stability in the market hence there is the opportunity for market expansion. Sponsorship is also an opportunity for the company. Finding a reliable sponsor would considerably help the company's budget and resource limitation.

### Threats

Threats include the competitive brand pressure from the well-established competitors. Online retailers like Aurinko, Indiska, and Nepaleska also possess similar products, and they are well known among the customers. The case company's main competitors in Finland are Aurinko, Nepaleska, Garuda, Indiska and more significantly Marimekko which is very popular in Finland and this can be a dominant threat for the company.

Currency risk is also one of the threat for the company as its factories are in India and Nepal and the products are imported from there, so the fluctuation in the exchange rate possess a threat for the company. Volatile pricing environment in Finland is also a threat. The sale season in Finland like the black Friday, mid-season sale, and Christmas sale affects the company's sales as other famous brands will deflate the pricing advantage of the case company.

Strengths	Weakness	Opportunities	Threat
<ul style="list-style-type: none"> <li>• High-Quality Cotton clothes which are non-allergic and non-shrinkable.</li> <li>• Local Finnish Designers</li> <li>• Low labor cost</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of involvement in Internet Marketing.</li> <li>• Limited Budget and Workforce.</li> <li>• No retail shop and focusing</li> </ul>	<ul style="list-style-type: none"> <li>• Product Expansion</li> <li>• Market Expansion</li> <li>• Internet Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Pressure</li> <li>• Currency Risk</li> <li>• Volatile Pricing Environment</li> </ul>

<ul style="list-style-type: none"> <li>• Child Labor strictly prohibited in the factories of India and Nepal.</li> </ul>	<p>only on Trade Fairs.</p>		
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Table 1. SWOT Analysis

### 3.6 Competitor Analysis

Analyzing the competitors helps the company to obtain relevant information about the competitors. The main competitors of Himalayan Fair Trade include Marimekko, which is an established company and is also among the famous clothing store in Finland. Other competitors include Aurinko, which sells clothes, jewelry which are similar to that of the case company. In surplus, they even sell items of interior decorations which include different textiles, lamps, mirrors, and statues. Aurinko even has an outlet in Forum, Helsinki, unlike the case company who only focuses on the trade fair. Other competitors include Garuda and Indiska which also sells similar products and is growing day by day in the Finnish market. Indiska is a company established in Sweden, and due to its success in Sweden, now it has 85 stores in Sweden, Finland, Norway, Iceland, and Germany.

These competitors have their unique marketing strategies. Marimekko's vision is to be the world's most renowned pattern designer and one of the most inspiring design brands. Marimekko even has a long term international growth strategy which is its goal to grow and succeed in the international arena as a Finnish design company that has a strong identity. The key markets of Marimekko are North America, Northern Europe, and the Asia-Pacific region. (Marimekko, 2017) Marimekko and other competitors possess lots of threats for the case company. The main being the brand popularity and trust among the buyers. Unlike the case company, the competitors have their outlet in different places in Finland and around Northern Europe, so it's readily available for the buyers. They even have online selling facilities which the case company is in the process of updating. On the other hand, the opportunity for the case company is the price advantage of its products as it has its factory based in Nepal and India which results in the reduction of products price due to cheaper labor cost and availability of cheaper raw materials.

### 3.7 Benchmarking

Benchmarking is the measurement and evaluation of the current position of the company with a comparison to other companies having the same line of business. Benchmarking can be applied against any products, process, function or approach in business, to analyze how other competitors achieve their high-performance level and to use this information to improve the performance of one's company.

Benchmarking is considered as a key asset for making a good marketing strategy as it helps to understand the existing business processes and trends in detail. Moreover, it contributes to analyze the business process of other similar companies which helps to gain a strategic advantage and improve performance. (Bain and Company, 2015)

In the case of Himalayan Trade Fair, Indiska and Aurinko are two established competitors, so these two companies are chosen for benchmarking as both of these competitors are inspired by Indian apparels like Himalayan Trade Fair. In this case, the product, price, distribution channels and target market are considered.

	Himalayan Trade Fair	Indiska	Aurinko
Products	Casual clothing for Women: Skirts, Pants, Blouses and Tops. Other accessories: Jewelry, Hats, Scarfs, Shawls, Gloves and Bags.	Casual clothes for Women: Pants, Skirts, Tops, Blouses, Sweaters and Cardigans. Home accessories: Glass and Porcelain, Mugs and Cups, Tableware, Cushions, Bedroom textiles, Kitchen textiles, Utensils, curtains, Furniture Lamps, Candles and Lantern. Other accessories: Footwear, Bags, Scarfs, Jewelry, Hosiery, Long wear, Gloves, Hats and Ponchos.	Casual clothes for man, women and unisex clothing. Other accessories: Bags, Scarfs, Hennas and Hair colors, Bindis, Hats, Sarong, Patches, Fans, Hookahs, Incense, Aromas and Herbs.
Average Price(clothes)	5 euro-50 euro	9.90 euro-170 euro	15 euro -65 euro
Target Market	Middle-class women from age group 25-65	Only Females with average age group from 19-65.	Men and Women generally hippies from age group 19-65.
Distribution Channels	Trade and Fairs, Exhibitions.	Website, Retailers	Website, Retail Store, wholesaling
Presence in Social Media	None	Facebook: 119,485 likes 112,792 followers	Facebook: 111 likes, 110 followers.

		Instagram:51,668 followers	Instagram: No presence on Instagram
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Table 2: Benchmarking (Aurinko, 2017) (Indiska, 2017) (Appendix 1)

The above table shows that two other competitors hold a strong presence in social media especially in Facebook, and additionally, both Indiska and Aurinko have their retail store and an online store where products are available 24/7. On the other hand, Indiska has specialized their products in wider scale from casual women clothes to home accessories and Aurinko also has varieties of choices for both men and women and even unisex clothes. Besides these, Aurinko also has additional accessories like Hennas and Hair colors, Bindis, Fans, Hookahs, Aroma and Herbs.

On the contrary, both these competitors got a wide range of winter products which is a necessity in Finland whereas the case company mostly focuses on summer clothes. However, on the brighter side, the case company has price as a competitive advantage as they have focused on middle-class people and price are relatively lower, compared to the competitors regarding the similarity in quality. Conclusively, the case company needs to emphasis itself a lot in social media marketing, retail store and online store as per their convenient, to get more customers as currently, they don't have any website and retail store and even their presence in social media is null.

4 Marketing Plan

4.1 Exhibition trade and fairs

Currently, International grand market (Kansainväliset Suurmarkkinat) is one of the major platforms for Himalayan trade fair to sell its products as it is one of the popular events in Finland and its price friendly too. This event succeeded beyond expectations in 2016, which had around 1.3 million visitors. The largest single event was the Greater Helsinki International Market 16.-25.09.2016 with 250,000 visitors in ten days on the Helsinki senate Square. (Kansainväliset Suurmarkkinat, 2017).

Moreover, we would like to recommend Himalayan Trade Fair to have their exhibition on other major Festival in Helsinki during summer, and one of them is World Village Festival (Maaailma Kylässä) which is going to happen on next year on 26-27 of May 2018, and this is a festival which is free for, everyone and there are approximately 80 000 festival visitors every year (Maaailma Kylassa, 2017). This festival can be a huge platform for Himalayan Trade Fair to advertise its brand and its products along with their extra service of online shopping which will eventually help them to attract a huge number of customers.

In coming event, the Himalayan trade fair will not be only selling its products but also will try to prepare itself for internet marketing as they will be selling their products via the internet from the end of summer 2017. This year they will emphasis on building a customer relationship, creating brand awareness, knowing

customer's tastes and preferences which will help to build the foundation for internet marketing. Every the customer will be given leaflets about the company which includes their online website, with the help of which customers can order their products 24/7.

## 4.2 Internet marketing

Case company doesn't have a website, neither is involved in any social media which today is an integral part of any companies marketing strategy. It is a necessity for the case company to be involved in making a proper website and market it via social networks as they are the most reliable, feasible and cost friendly tool to reach the potential customers.

### 4.2.1 Website

For the case company to make available all required information to the customers and for the target audience to find the company easily a proper and attractive web page should be designed which possess all the essential features such as contact details, information about company, its operation and services, products and its price and even discounts and offers. (Vandelaydesign, 2017)

By applying the following features on the website, it will be beneficial for the case company.

#### 1. Easy navigation

Navigation in websites should always be easy. The customer must be able to search exactly what he/she is looking for. Lost customer results in no sale so the website should be simple and easy to navigate through.

#### 2. Easy checkout

Many customers due to the checkout process being too long and complex leave their items unpurchased. Easing the checkout process and not using too many steps rather than the necessary ones result in customer making more purchases.

#### 3. Promoting related products

Promoting the right products that the buyer is likely to be interested in is also an important feature. Relating similar items that the customer on the side of the screen would increase the chance of the customer making that purchase.

#### 4. Accurate product photos

The customer cannot feel the product online but rely only on the photo while purchasing so providing quality photos that accurately portray the products is necessary as it is the only trustful way of selling the product.

#### 5. Site-wide search

Even with the website being simple to navigate through a site-wide search is also recommended to help the user get exactly what they want. Site-wide refers to the linking and navigation structure that is deployed in the entire website which finds the exact keywords entered by the user.

Search engine optimization is also an important option of getting more customers as the visibility of the website is more than the other websites. This can be done by inserting keywords that people most likely use in the search bar while searching for; casual garment wears, shawls, scarfs, bag, and ornaments. By this process, the search engine lists the website among top list on the search engine and hence the probability of customer opening this website is more likely than the other websites.

#### 4.2.2 Social Networks

Involvement in social media is compulsory for the case company to market its products. By being active and updating regularly many potential customers can be reached. Here the focus is on Facebook and Instagram as they are the most used social networks and is feasible for the company to use and update.

##### Facebook

The case company already has a Facebook page, but they rarely update it. So a regular update and adding pictures of its product is a necessity. Also posting pictures of upcoming events as the company focuses a lot on trade fairs, posting the pictures of its newly designed clothes, most popular products, most discounted products, etc. will be reminding the people of the existence of the company.

It is recommended for the case company to use the following techniques on their Facebook page to reach the target audience more effectively. (Kolowich, 2017; Wiinamäki, 2012)

##### 1. Adding a recognizable profile and cover photo

Adding a recognizable photo that describes the company or simply adding the main logo of the company helps the users to recognize the brand. Adding a quality profile picture of 180 pixels by 180 pixels and cover photo of 851 pixels by 315 pixels which are the recommended picture size for profile and cover photo respectively will look perfect as these sort of things is also very necessary to show the professionalism of the company among the users.

##### 2. Optimizing the descriptions of profile pictures by adding link

As Facebook has over a billion users and is the easiest way to reach the potential customer so adding a link of own company website or adding a link that lets the user know more about the company can help build a trustful image of the company.

##### 3. Adding a call-to-action button on the cover photo

From 2014 December Facebook introduced a new feature which allows the user to add a call-to-action button. From the seven options which are "sign up," "shop now," "contact us," "book now," "use the app," "watch the video" and "play game" one option can be used while creating the page for the company. So,

using a "shop now" button is recommended for the company as with one click on this button it directly takes to the company's product page and users can make a purchase there.

#### 4. Pin most important post

Every time new content is posted the previous one shifts a step-down. So the most important post should always be pinned and when the posts are pinned no matter how many new contents are posted it remains on the top of the screen.

#### 5. Running contest and using humor

Himalayan trade fair can increase their potential customers by running a different contest to entertain their targeted audience which will eventually help them to boost their likes and showcase their products or service at the same time. They can introduce the various scheme on important festivals, discount and they can reward their products for the lucky winner during the contest.

Similarly, Himalayan Trade Fair also need to focus on entertaining their existing Facebook followers by different sorts of humor and jokes as that post can get more like comments and shares.

#### 6) Earning the "very responsive to message" badge

Very responsive to message badge can be earned if a company have a response rate of 90% and response time of 15 minutes over the last seven days. Hence it is a very crucial thing which Himalayan Trade Fair need to consider while having Facebook marketing strategies and maintaining good customer relationship.

### Instagram

Currently, Himalayan Fair Trade doesn't have an Instagram account, so the use of Instagram as a secondary social media after Facebook is recommended for the company as Instagram has more than 150 million users and growing every day.

It is recommended that Himalayan Trade Fair to have their Instagram as it has a vital role in marketing the products and building a strong brand. Several things need to be considered while posting image or video about the company like hashtag which allows the user to search for a particular product. It is advised to use the business name and brand along with the common hashtags as it will be easier for the user to find the particular company or brand name. For example, our case company can use hashtags as #clothes #scarfs #jewelries which are the common hashtags used by the similar companies along with the company's brand name which is #colors #HimalayanTradeFair #Finland #cotton #Nepalese. The common hashtags let the user see a wide range of products in their Instagram search page and the latter hashtags where there is specific brand and company's hashtag lets the user know that the picture is one of the products of the case company which eventually creates a brand awareness and generate traffic to the website.

It is also recommended for the case company to put the link to the company's website in their Instagram profile on the top of the screen as bio and connect their Facebook profile with the Instagram profile.

#### 4.2.3 Social media for content marketing

Social media nowadays is regarded as the best platform for content marketing as it has billions of users around the world. However, choosing the right social media in right time can be challenging. According to the Mark Schaefer's study, interactions on Facebook skyrocketed at evening and weekends, with a peak usage on Sunday afternoons, so to get fruitful result time and right platform should be chosen wisely. (Atkinson, 2014)

Similarly, a recent survey in PR Newswire where target audience and marketers were asked the most preferred social media, and it has shown Facebook as highest preferences for B2C marketing whereas LinkedIn was most preferred social media for B2B marketing. (SCORE Association, 2015)

Since the case company doesn't have any presence in social media, it is highly recommended for them to have a Facebook and Instagram page initially to have more customer. They can post offer and discount in various festivals in Finland like Christmas time, and at the same time, they can post newly arrived products with visually appealing images. They can post various images of their products with people or some local model wearing their clothes to gain online visibility. In the same way whenever there is some open market event they can invite people via Facebook by creating the event. Additionally, they can reward their customers on social media by organizing the different contest in social media. Moreover, they can also post various things related to humor to gain customer attention.

## 5 Conclusion and Recommendations

Since the main idea of the thesis was to create a functional marketing plan for our case company Himalayan Trade Fair, we have tried our best to cover all possible approaches to have a simple, realistic and functional marketing plan. Initially, we interviewed with the owner of the Himalayan Trade Fair to analyze the current situation of the company which acts as a guideline or framework for our thesis. We have covered all possible theoretical elements of marketing with various reliable online resources and books which act as a basis for marketing strategies. Later we analyzed our case company with various marketing tools, and eventually, we came up with the actual marketing plan which includes internet marketing, as our case company doesn't have any medium to sell its products other than exhibition, trade and fair. As this is the world of digitalization, it is necessary to have a productive marketing plan with social media and internet as it is reliable and cheaper medium of marketing and it is much easier to



attract the target customers. Thus we have focused on social media and the internet as an actual marketing plan for our company.

Since in Finland people are much more concerned about brand, quality, and accessibility of the products we advise Himalayan Trade Fair to focus on these things initially rather than making a profit. For the promotion of the brand "colors," we suggest them to use their social media channel along with the exhibition, trade, and fairs. In the exhibition, trade and fair, the company can give their printed leaflet or a visiting card which consist of the company's details including phone number, email address, website and company's social network pages to the potential customers so that it's easy for the customers to find them. At the moment they have a seasonal business as most of the clothes are designed for the summer only, and the summer is very short in Finland and also all of the Northern Europe and having an online store can be challenging if they continue the same trend. We, therefore, suggest them to design various clothes for all season and also focus a lot on winter clothes which fit for all age groups and size. Later with the high brand recognition and online visibility they can have a retail store in Finland and continue marketing all over the Europe.

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## Appendices

### APPENDIX 1: Interview with the owner of Himalayan Trade Fair, Mr.Yagya Adhikari.

#### 1) What is the main objective of Himalayan Trade Fair?

Since we sell varieties of garments and jewelries especially for elderly women, our main purpose is to reach the target customers initially in Finland and later across Europe via digital marketing approaches. We aim to provide them high-quality garment with reliable price.

#### 2) What is your target customers?

We are currently focusing on middle-class people with the age group between 25-65 working class women who want high-quality cotton products

#### 3) What are the materials that you use in your products?

We use 100% cotton products as it does not have any allergic effect.

#### 4) What are the quality of your products that is different from your competitors?

We provide 100 % cotton garments which is durable as it does not shrink and colors don't fade way .unlike our competitors we even have varieties of choices for XXL size.

#### 5) What is the average pricing?

Since our products are targeted for the average middle-class people, our products range is set from 10 euro to 50 euro.

#### 6) Who are your main competitors?

Our already established main competitor is Marimekko and our other evolving competitors include Aurinkoa, Nepaleska, Garuda, and Indiska.

#### 7) What is your current marketing strategies?

Currently, we have our warehouse in Jokinen, Finland and we are selling our products via different trade and fairs especially during summer. We even had a store in Itäkeskus, but due to high rental price and lack of workforce plus me being a bit busy with my studies it needed to be shut down.

#### 8) Do you have any future marketing strategy?

Since we were providing the services for our customer in more traditional way, now we are planning to digitalize our service via different social media, websites like google marketing, Facebook marketing, and search engine optimization. And most importantly on customer relationship management.

9) Will you be more specified like what will be the strategic plan for your website?

I have been thinking of making highly dynamic and user-friendly website, and we will be focusing on search engine optimization to boost our sales.

10) How do you predict your business to grow?

I have witnessed not many Finnish clothing stores have an option of XXL size clothes for women, and it will be our strong competitive advantage as we sell varieties of XXL clothing as well. We also have local Finnish designers who can design the clothes that meet the Finnish choice and to ensure that the stocks are readily available.

11) Since many clothes sold online might not be of a perfect size for the customer, so what about the return policy?

Currently, I am planning to have a return policy with money back guarantee if the products are back within two weeks of sold date.