



Rocks & Wings Ltd.

MARKETING ORGANIC PRODUCTS IN ASIA

Event: BIO-ASIA-LINK CONFERENCE / Beijing
Date: 17. - 18. 10.2007
Presented by : Hans Kottulinsky

INTRODUCTION

SPEAKER:



Hans Kottulinsky (33)
Austrian / Shanghai Resident
Forest Engineer / Marketing / Finance
Nature/ Health / Sports

ORGANISATION:



ORGANIC Retail Association (4)
Member of IFOAM
World Wide / HQ in Austria
Know How Exchange/ Market Development
Nature/ Health

COMPANY:

ROCKS WINGS LTD.



ORGANIC Consulting and Trade (2 ½)
Hong Kong / Shanghai
Know How / Marketing
Nature/ Health/ Activity





ORA MISSION

1.

To support the Organic Retailing Sector worldwide.

2.

To encourage the development of independent Organic Retailing Sectors in emerging markets.

3.

To link and exchange the know-how of international organic market-development experts.

4.

To build up international networks between the actors along the supply chains of organic food retailers.



WHO IS THE CUSTOMER ?

- Singles and young families in their
- late 20ies to mid 40ies, have a
- higher education, white collar worker
- 1a/ 1b income group,
- urban citizens.
- They are self conscious,
- eager to learn and
- happy to invest in their well being.
- They are conscious with brands and like to show their status.
- They tend to be sporty, members in a gym and like out door activities.
- **EXTREMELY SUSPICIOUS**

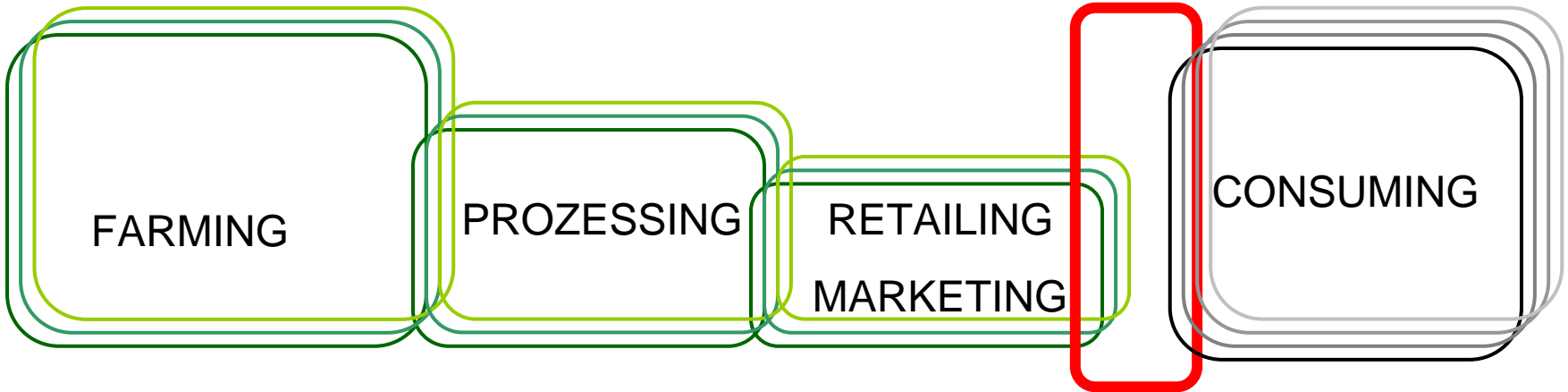
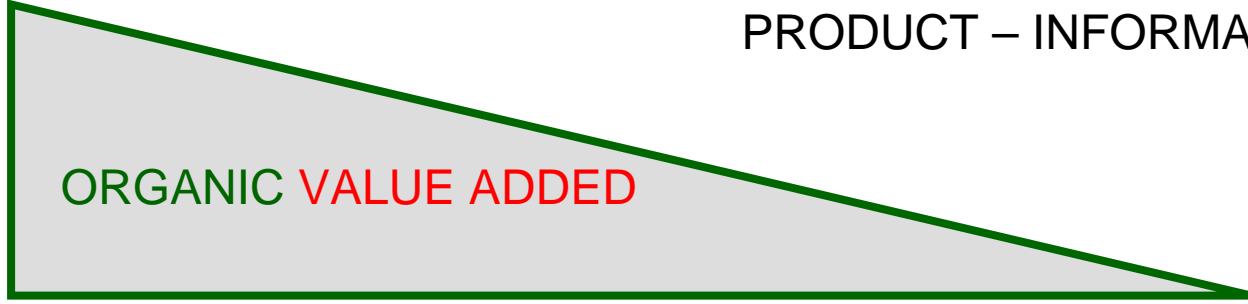
R&W Market study / Shanghai 06/07



ORGANIC VALUE CHAIN

----->

PRODUCT – INFORMATION FLOW



MONEY FLOW

-----<

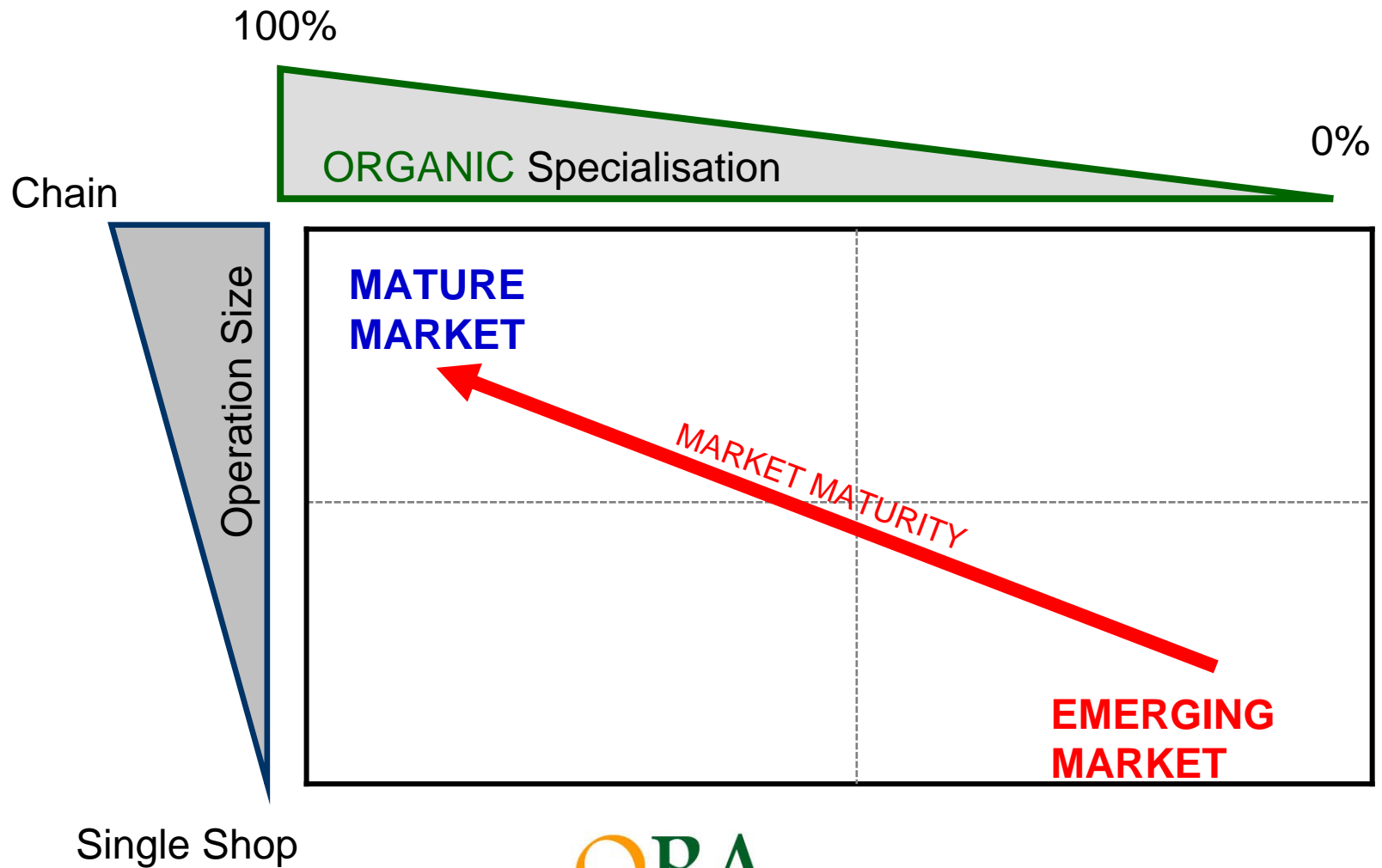


WHAT IS ORGANIC RETAIL

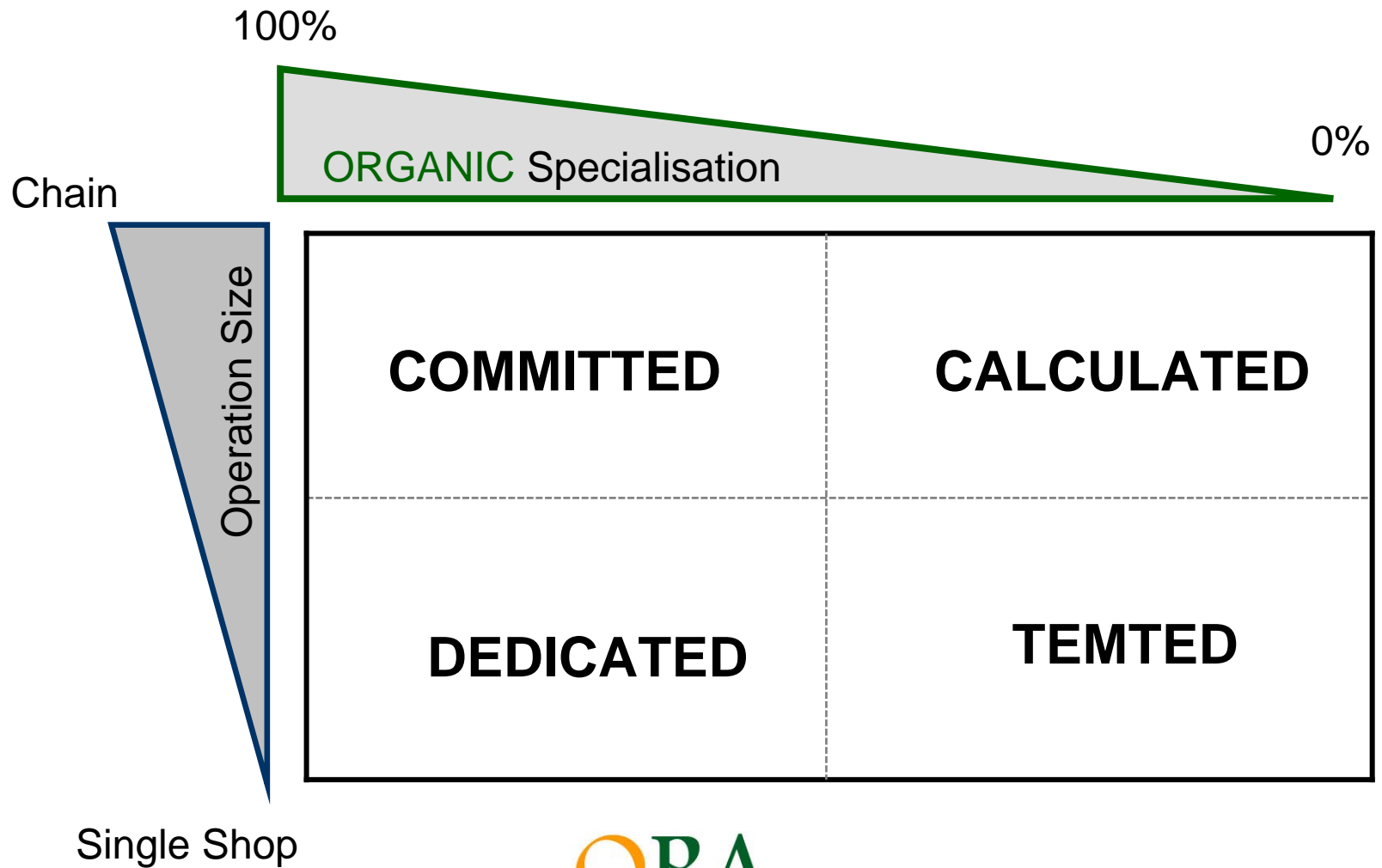
- ~~Certified Product~~
- + Retail Shelf
- ~~+~~ **ORGANIC Retailing Concept**
- + ORGANIC Product Know How
- + ORGANIC Communication Strategy
- + ORGANIC Promotion Plan
- = **ORGANIC RETAIL**



DEGREE OF SPECIALISATION



SPECIALISATION IN CHINA



SPECIALISATION – TEMPTED

PRODUCT PORTFOLIO

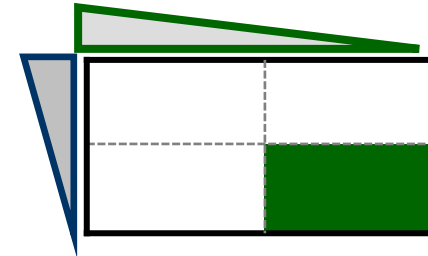
Portfolio , appears randomly selected, no with and depth in the assortment, tend to be overpriced because of small volumes, supplier driven

MARKETING CONCEPT

No marketing concept, intention to sell over price, no separate communication or promotion, sometimes off sell of outdated items.

ORGANIC KNOW HOW

No specific know how, staff is mostly confused when addressed by interested customers, no dedication of management - no dedication of staff



REMARK

Is one possible way to enter but is not seen as ORGANIC RETAIL, very often frustrated after first try,



SPECIALISATION - COMMITED

PRODUCT PORTFOLIO

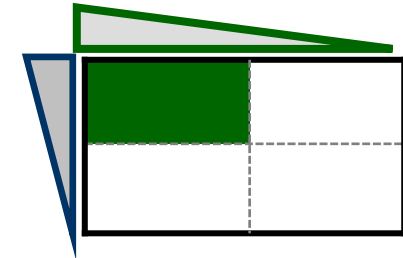
A high % or pure ORGANIC product portfolio with a number of items in each category and a selection of products in various price ranges – depth and width

MARKETING CONCEPT

A ORGANIC driven marketing concept with an integrated communication strategy and promotion plan, the customer knows what to expect.

ORGANIC KNOW HOW

Deep know how, highly trained staff with strong dedication to the topic.



REMARK

It needs a mature market with a broad customer base and sufficient quality locations



ADVANTAGE OF SPECIALISATION

BETTER ORGANIC KNOW HOW

BROAD AND DEEP PRODUCT PORTFOLIO

HIGHER VOLUME

LOWER COSTS

EASIER TO COMMUNICATE

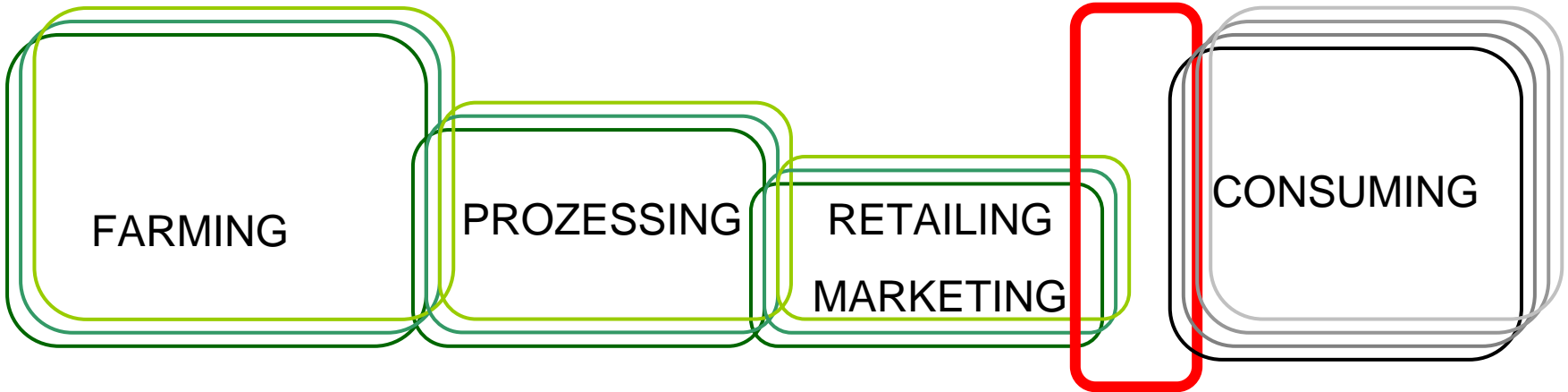
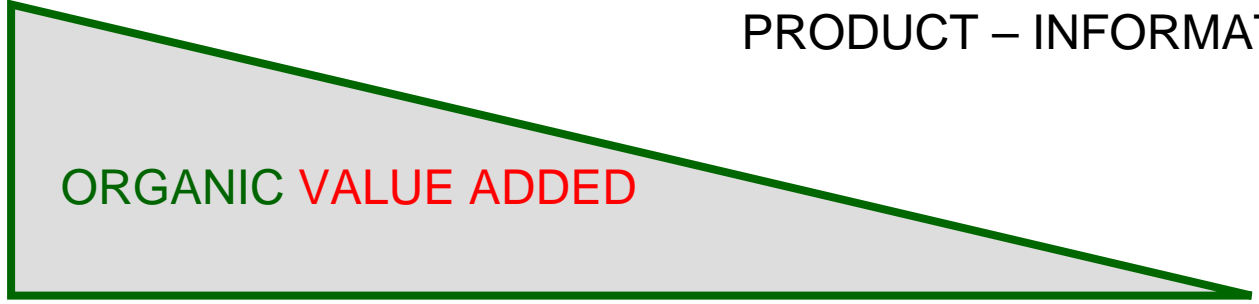
CUSTOMER KNOWS WHAT TO EXPECT



ORGANIC VALUE CHAIN

----->

PRODUCT – INFORMATION FLOW



MONEY FLOW

-----<



INFORMATION FLOW

HORIZONTAL INTEGRATION

Organisation of Marketing units

PRIVATE LABELS

REGIONAL ASSOCIATIONS

VERTICAL INTEGRATION

Development of value chains

INTEGRATION OF PRODUCTION,
PROCESSOR , RETAILER

**SUSTAINABLE
TRUST**



T
H
A
N
K

Y
O
U

R
O
C
K
S
&
W
I
N
G
S

