

# Holod Slavmo

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# Let's talk *ICE CREAM*:

- Holod Slavmo's Mission
- Foreign market - analysis and product proposal
  - Local market - analysis and suggestions

# Mission

- Enter foreign market
- Increase sales on local market



# FOREIGN MARKET

FINLAND

# WHAT'S UP WITH FINLAND?

## Great news...

- Finland is leader in ice cream consumption in Europe
- Easier to penetrate the market because of the proximity with Russia
  - One of Russia's major trading partner is Finland

# BUT...

- Competition is tough
- No experience on foreign markets

- ✓ VALIO
- ✓ 3 FRIENDS
- ✓ INGMAN



# COMPARISON

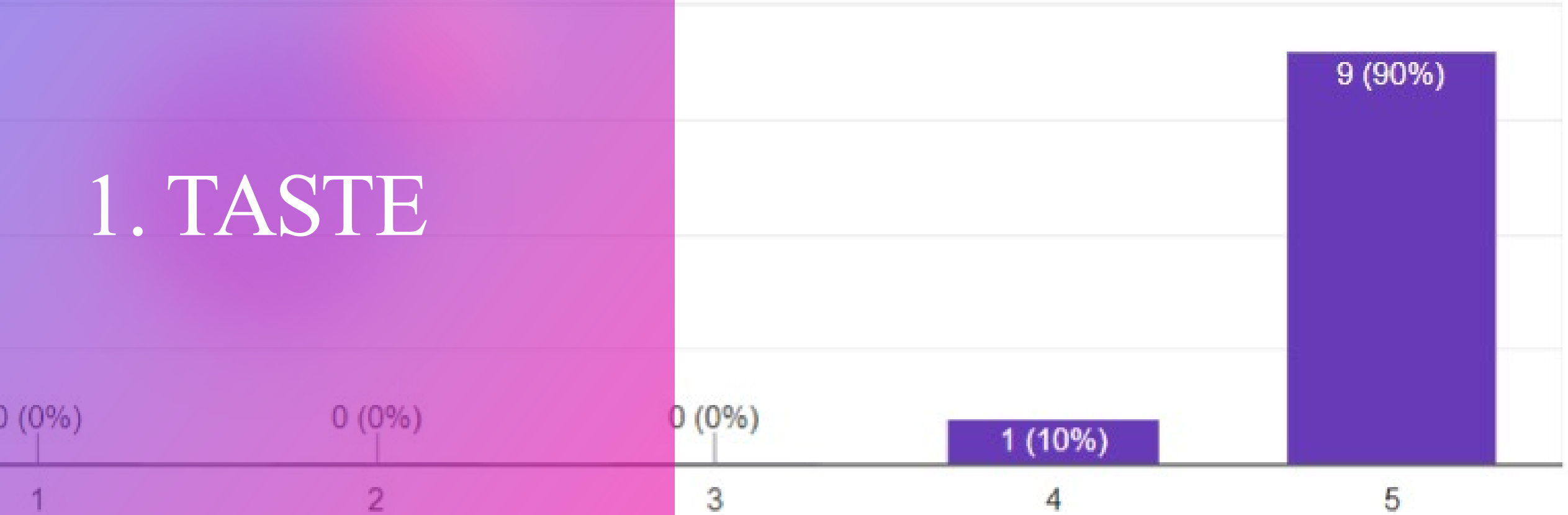
FEATURE	VALIO –NESTLE	3 FRIENDS	INGMAN
Ingredients	Natural, vegan and lactose free	Natural only and lactose free	Low fat and low lactose
Distribution channels	Cafes, ice-cream van, ice cream bike	Hypermarkets, supermarkets	Hypermarkets, supermarkets



We asked  
around and...

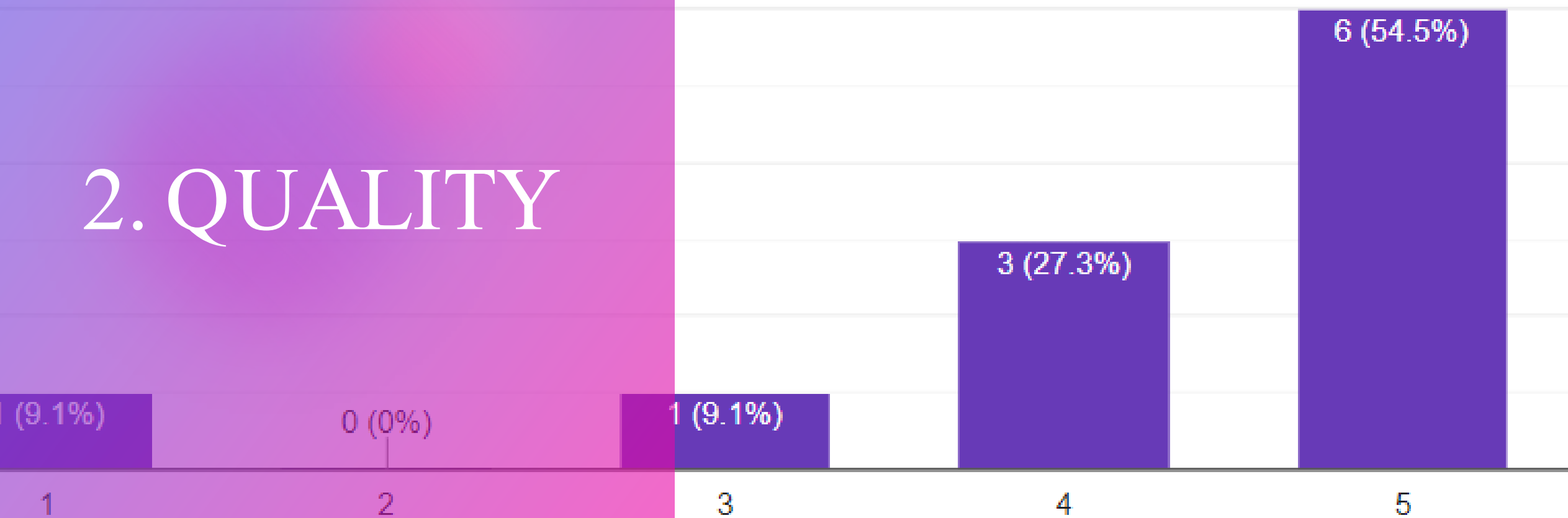


# 1. TASTE

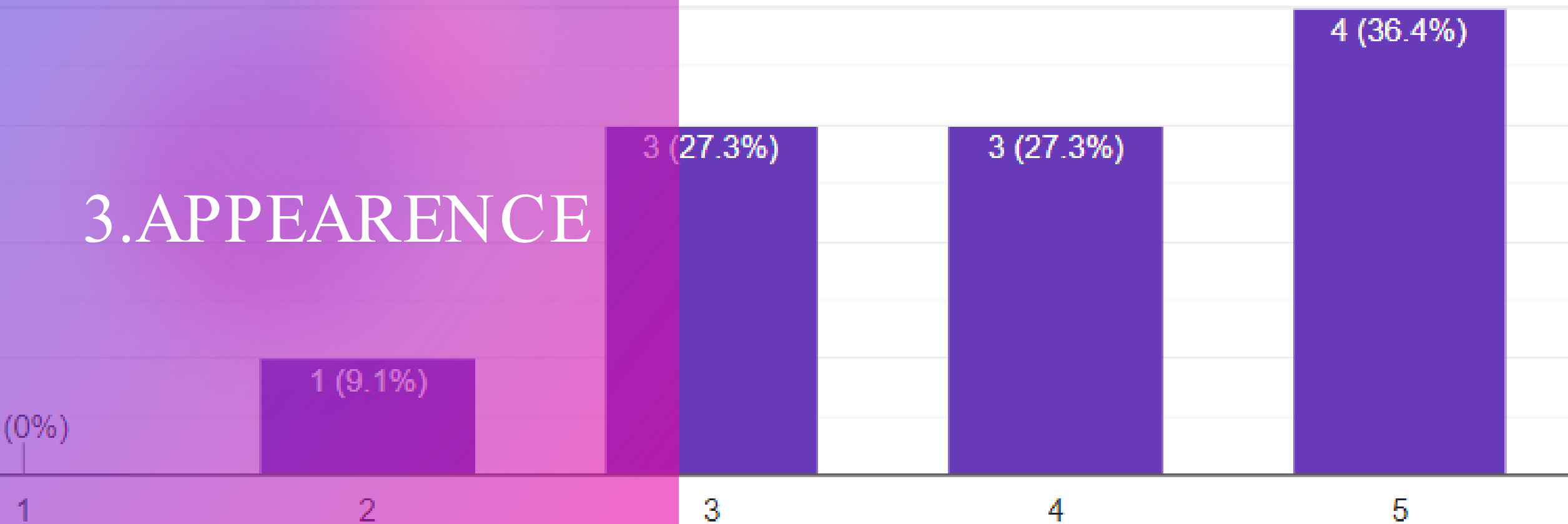


ients

## 2. QUALITY



### 3. APPEARANCE



Priority #1 – tastes & quality

Priority #2 - appearance



Now that we identified  
the weakness on the  
market...

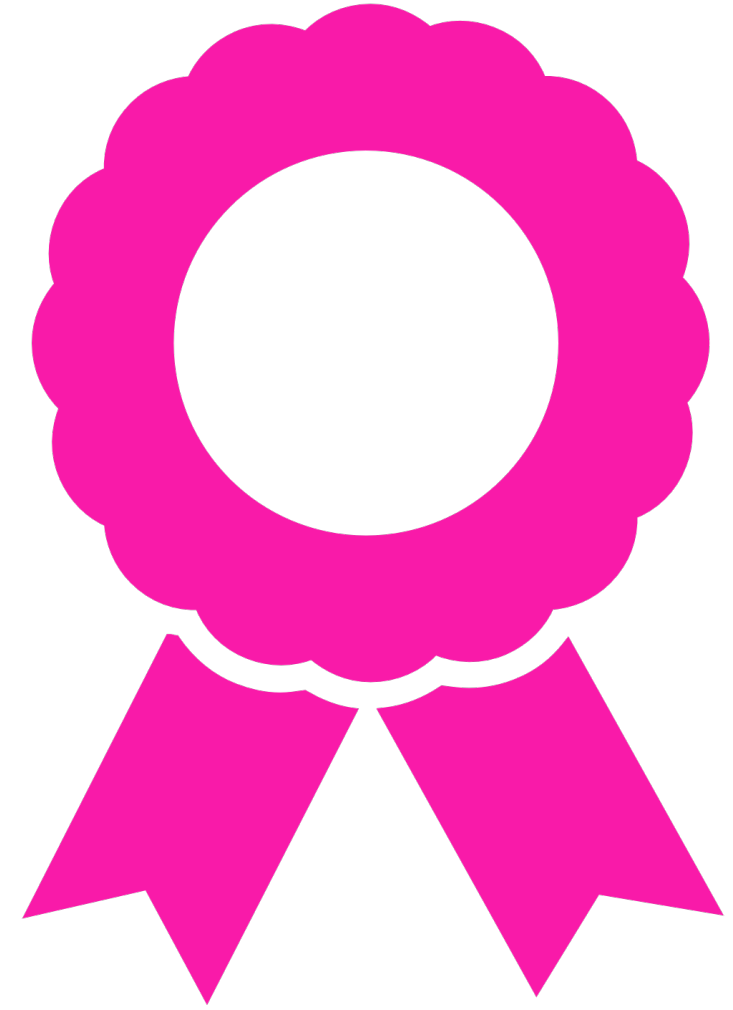
We have SOME



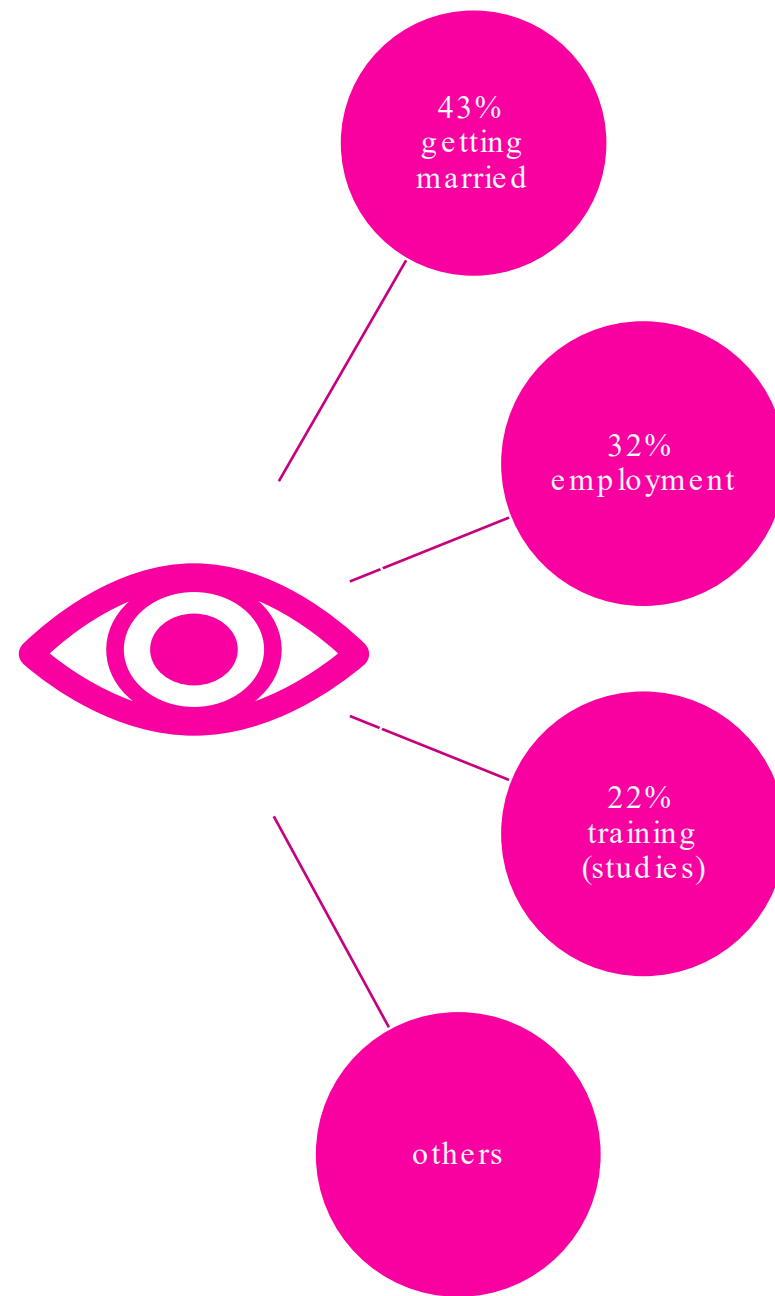
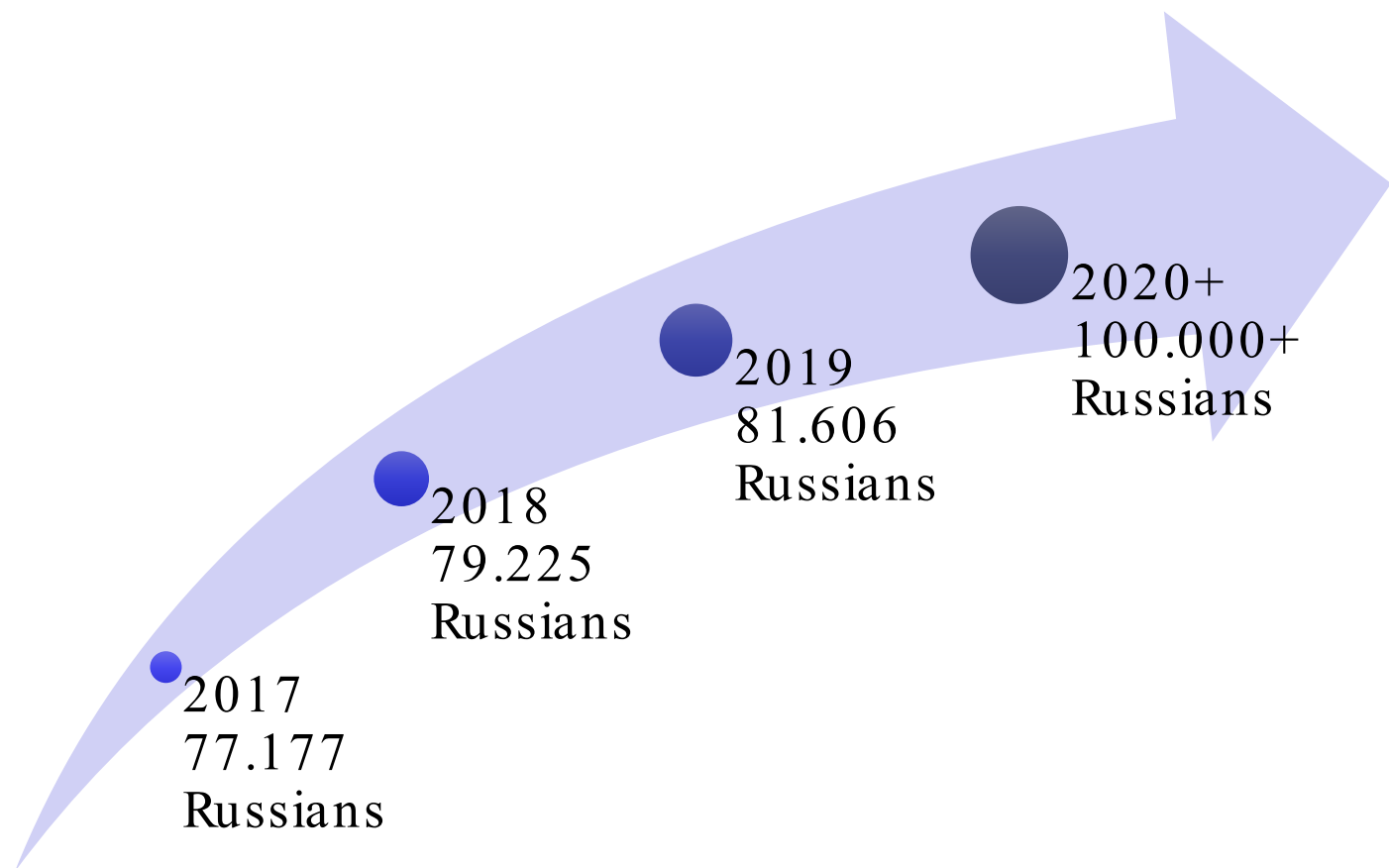
ICE CREAM  
SOLUTIONS

First is first...

Target market



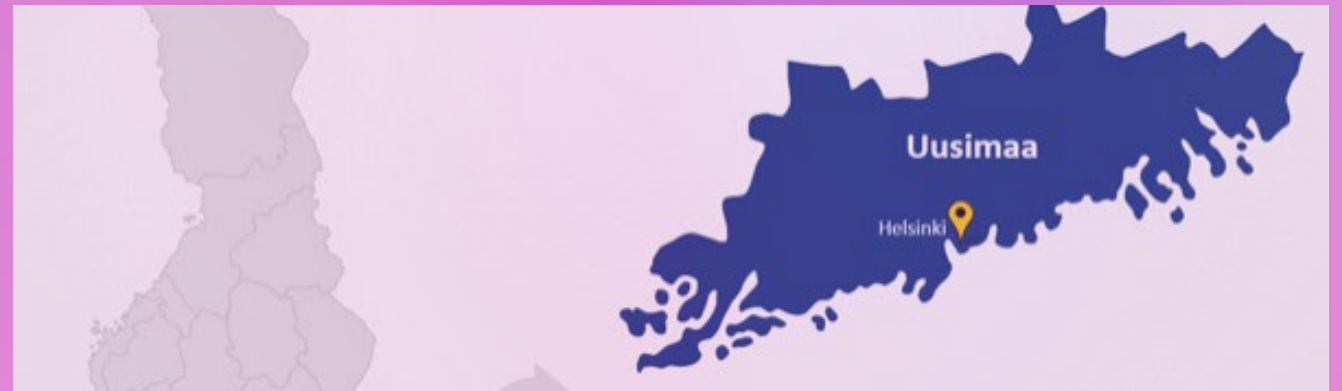
# Russians in Finland



Source: Statistics Finland. (2020). Population structure. Retrieved from [https://www.tilastokeskus.fi/tup/suoluk/suoluk\\_vaesto\\_en.html](https://www.tilastokeskus.fi/tup/suoluk/suoluk_vaesto_en.html)



# Where are they?



50%  
+ Uusimaa

40% Helsinki –  
Espoo Vantaa  
Metropolitan Region

high quality  
and expensive  
ice cream

vegan  
ice-cream

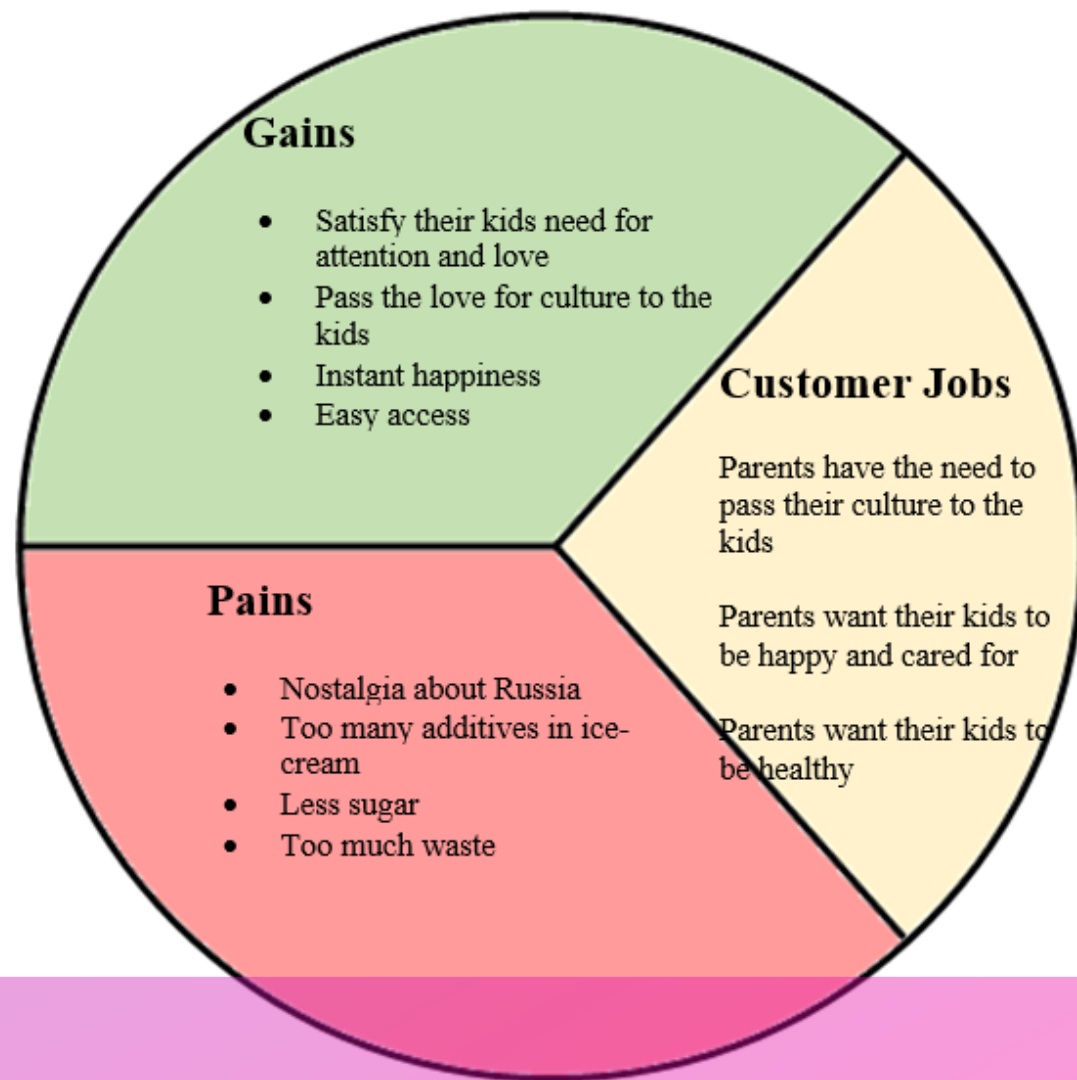
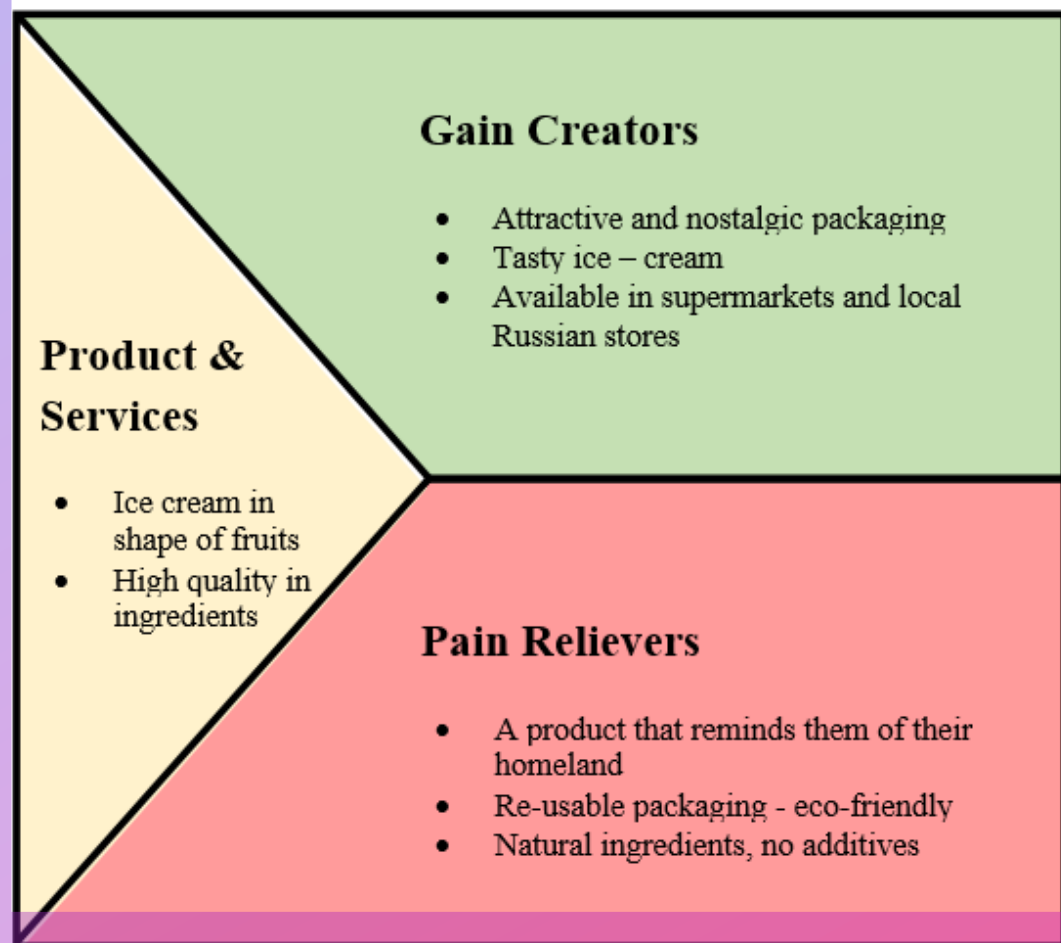
# Market trend

"family"  
packages

"healthier"  
ice-cream

# Value Proposition Canvas

Family with kids



## **Profile customer**

- Russian family living in Finland
  - Medium to high income
  - Nostalgic about Russia
  - Want quality
- Care about the environment and want to reduce waste
- Buy Russian products in Finland







## Product details

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**Karelian berries**

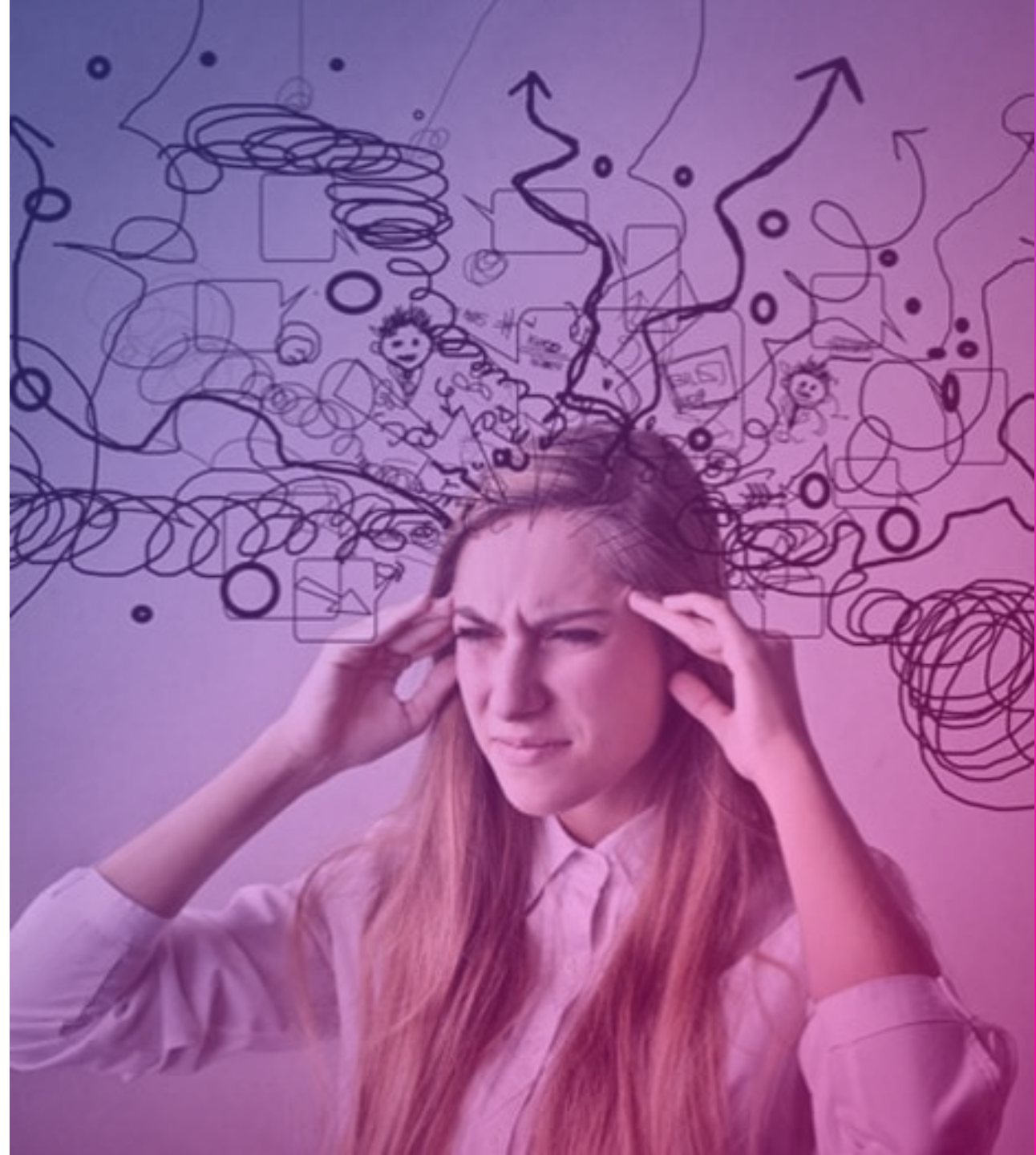
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**Only natural ingredients**

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**Fruit form packaging**

How should we  
name it???







Nostalgia: find  
your inner child

First steps  
done...now, how to  
spread the word?





# Translation of the website

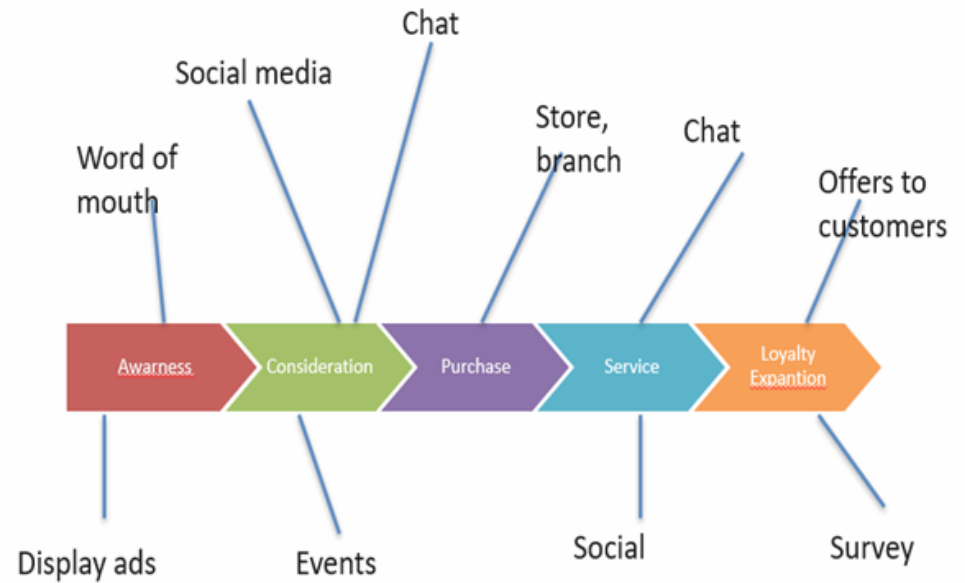
- Translation of the official website is one of the tasks that “Holod Slavmo” needs to solve before entering international market.
- Website should be translated into English, Finnish, Swedish.

## Intuitive design

- ❖ bigger font,
- ❖ less animated sequences (it can be distracting),
- ❖ more details that resembles Karelia.



# Customer's journey



# Customer shared marketing – loyalty expansion

## **Launch a photo competition**

- The customers who buy the ice cream must take a photo with it in a place that reminds them of their own country and post it on social media by tagging Holod-Slavmo
- 2-3 winners will be selected.
- The winners will have the opportunity to go take a trip to Russia and visit the ice-cream factory.

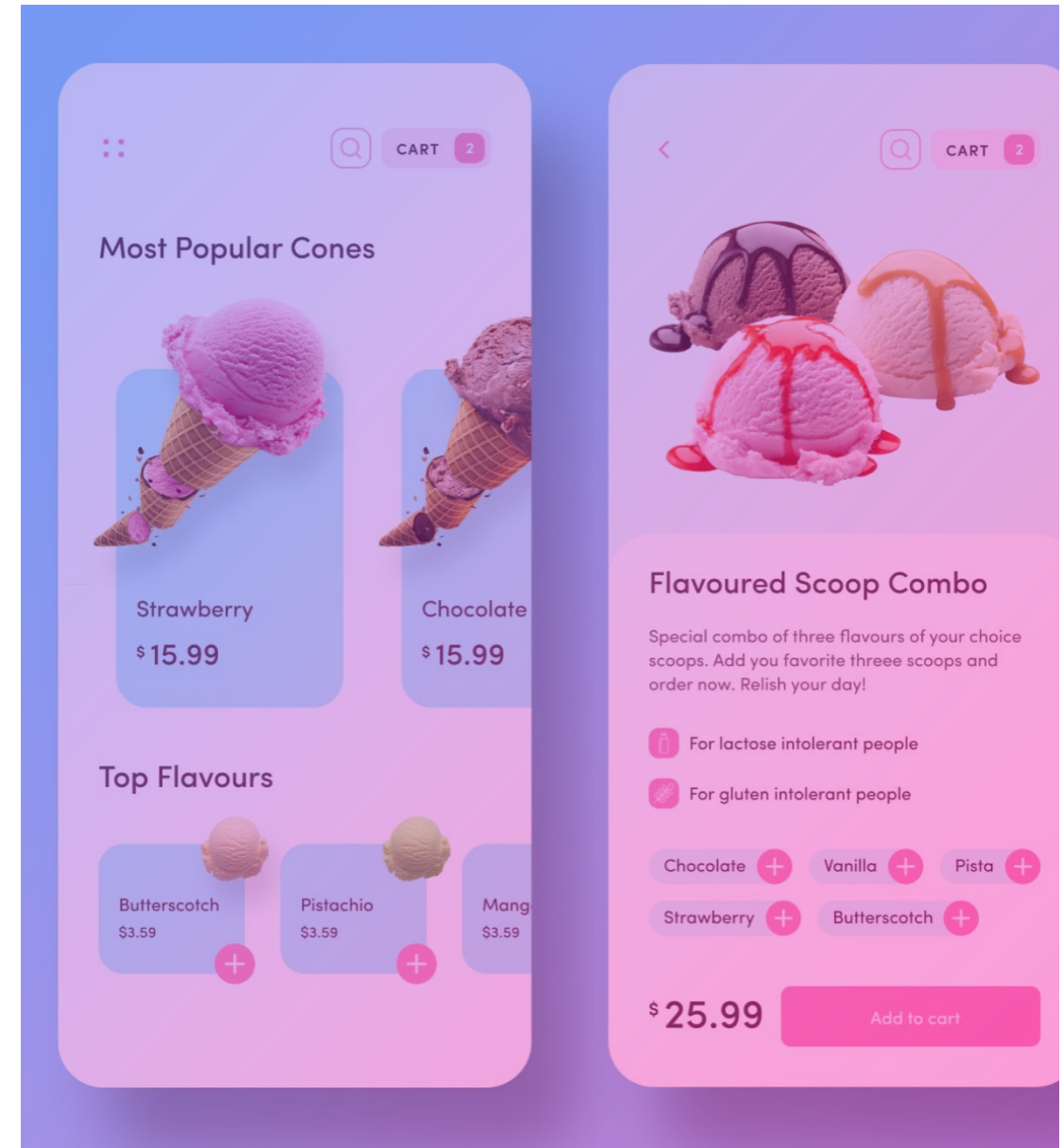
# Ice cream and chocolate Carnival in Helsinki - consideration

1. The carnival is a unique feast for all ages, and it presents new summer products as well as ice cream and chocolate tastings.
2. The carnival also chooses the ice cream and chocolate of the year and the audience can vote for them. A panel of experts will also choose their favorites in different categories during the event.
3. The carnival program is complemented by discussions on the importance and origins of ingredients. The program will also include discussions on ice cream and chocolate trends and different methods of making ice cream.



# Holod Slavmo APP - purchasing

Develop an app where he can map all the selling points of the ice cream and the availability of the type of ice cream



# Who are the retailers?



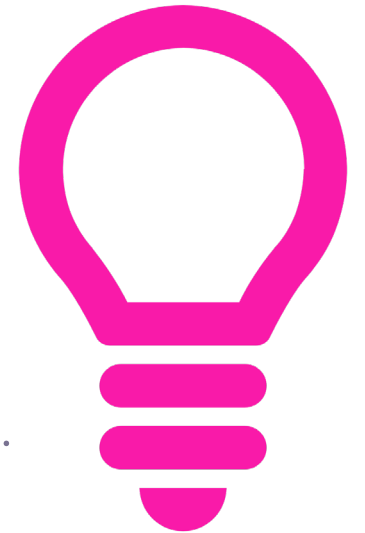
K – GROUP

S –GROUP

Euro East – importator of Russian  
products in Finland

Teremok - Helsinki

# The future looks...



- The Ice Cream sector in Finland accounted for 1.92% volume share in the Western Europe region.
- The Ice Cream sector in Finland is forecast to grow at 3.1% CAGR in value terms during 2016-2021.
- The Impulse Ice Cream - Single Serve market is forecast to register the fastest growth during 2016-2021.
- On-trade transactions account for the leading share in the distribution of Ice Cream products, followed by Hypermarkets & Supermarkets.
- Flexible Packaging is the most used package material in the Finnish Ice Cream sector.

*Compound annual growth rate (CAGR) is the rate of return that would be required for an investment to grow from its beginning balance to its ending balance, assuming the profits were reinvested at the end of each year of the investment's lifespan.*



# Points to consider

Critical factors for success in the ice cream sector include

- having a well-known brand
- financial strength to sustain investments
- effective marketing strategy as well as brand awareness for suppliers to have access to retail shelf space

The power of buying - The total wealth of the adult population 2010 – 2019 - upward trend

Holod Slavmo is negotiating with potential companies that could help with export in other countries. No agreements for the moment

Corporation of development Republic of Karelia



# LOCAL MARKET

Ideas to increase sales

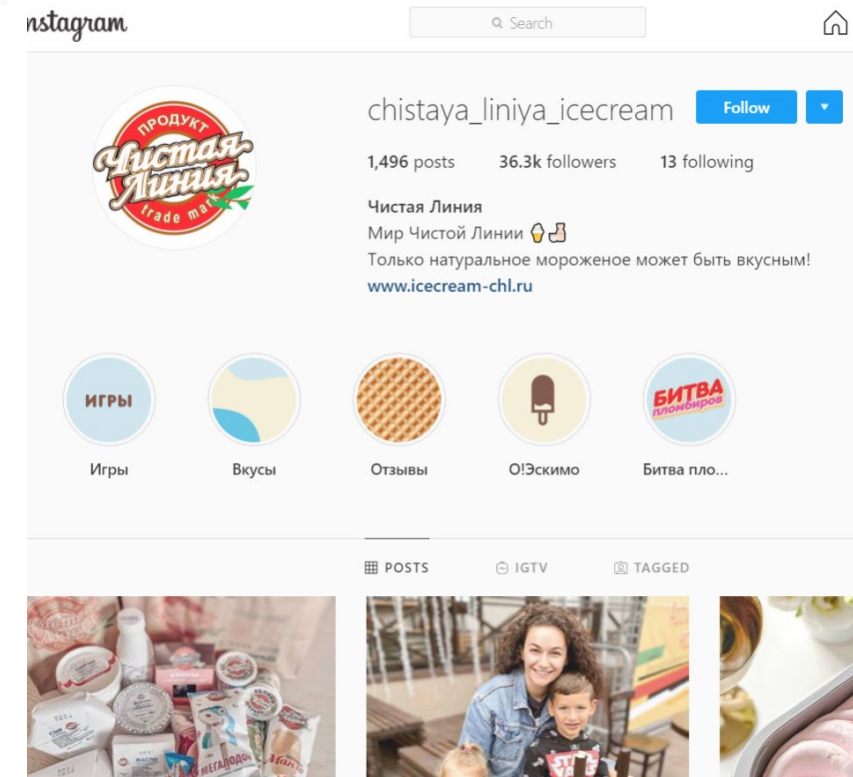
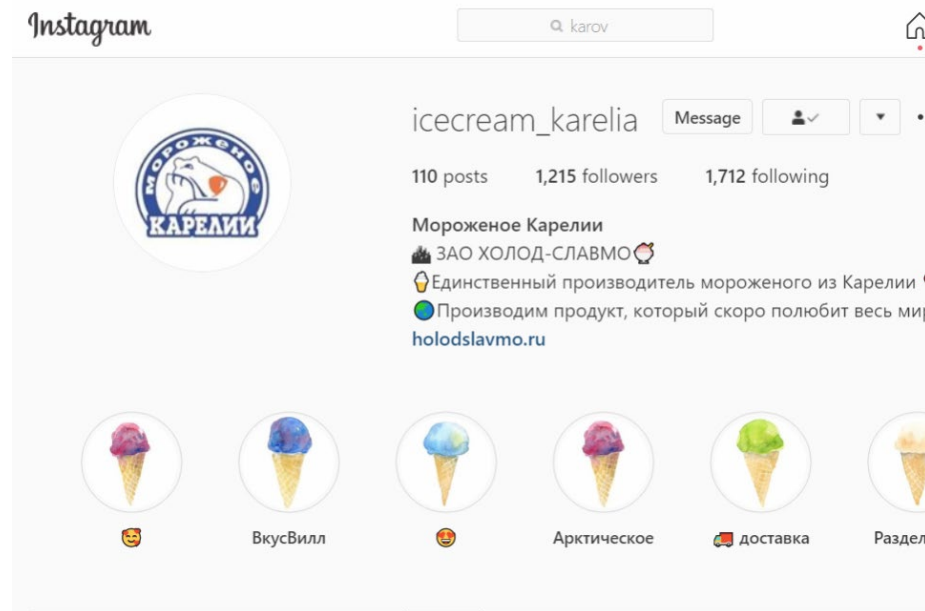
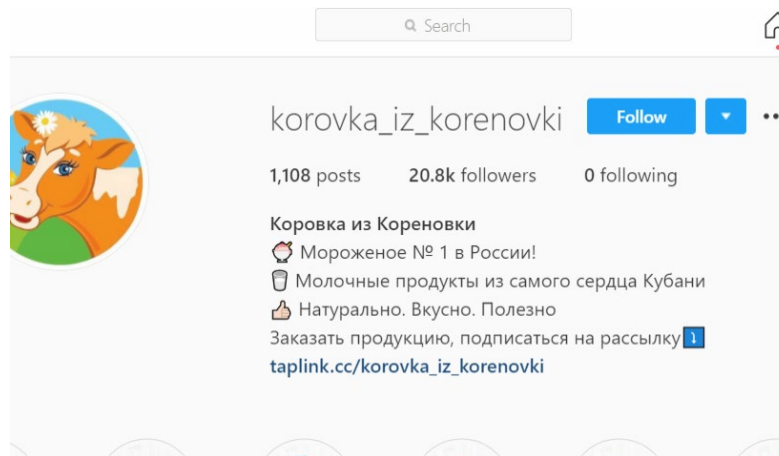


# Competitors

Companies	Ingredients	Positioning	Product design	Communication channels
Holod Slavmo	Natural ingredients,	High quality vanilla ice cream	Has a common design with Holod Slavmo	Website Instagram Facebook
Chistaya liniya	Natural ingredients, milk, low fat possibilities	High quality products		Website Instagram Facebook
Korovka iz Korenovki	Natural ingredients, milk, low fat possibilities	High quality products	Good design and the is their company's syr 	Facebook – interactive content Website Instagram

# Company's image

## IMPROVMENTS



# Raise awareness



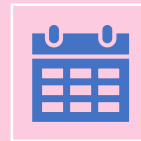
Social media specialist



Collaborations



Photo competitions



Events

# Unusual collaborations

Advertisement on young generation. Collaboration with Zoom Wear

Holod Slavmo makes a discount on the Zoom collection when you buy a certain amount of ice cream, with a picture of the collection or QR code on the package to go to the collection

For Zoom, this is advertising in stores, as well as increasing awareness.

In social networks or on the site, play a part of the collection (for example, a hoodie) when uploading a receipt or photo of ice cream to storis or a feed marked with 2 companies

**zoom**  
your outlook





# Advertising through media and social networks

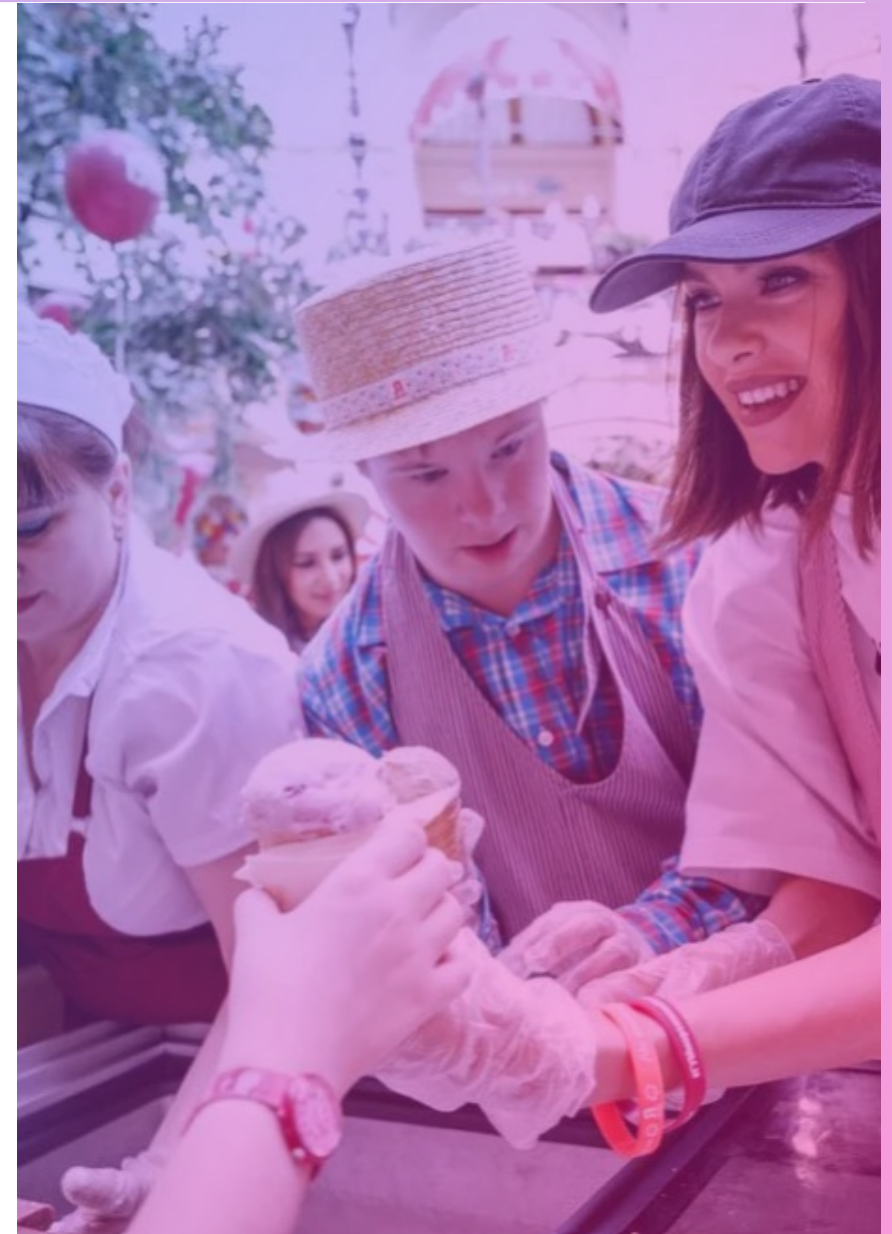
- Articles confirming the quality of products as well as production
- Challenge in Tik Tok with ice cream Holod Slavmo
  - *Eat ice cream as fast as you can (effect with time) and mark account Holod Slavmo . The fastest who gets the ice-cream*
  - *Guess the taste of ice-cream before your friend does*



# Children's day

Free ice cream distribution

Participate at charities as a partner





Using packages and slogans for creating an atmosphere  
(choose your mood or which ice-cream you are)



Marketing for joy





# HOLOD SLAVMO...

*not a care in the world*

