

HMTMA



Herbal and Medicinal Tea Manufacturers Alliance (HMTMA)

Barcelona, 22 January 2020



HMTMA COMPANIES

Name of the Company	UAB ACORUS CALAMUS
Country	Lithuania
Role in the EBN	<i>Coordinator</i>

Name of the Company	UAB ŠVENČIONIŲ VAISTAŽOLĖS
Country	Lithuania
Role in the EBN	<i>Partner</i>

Name of the Company	SUNNY GLOW Sp.zo.o
Country	Poland
Role in the EBN	<i>Partner</i>

Name of the Company	INTEKA SIA
Address	Latvia
Role in the EBN	<i>Partner</i>

HMTMA COMPANIES

Company	Person	
Acorus calamus	Elmantas Pocevičius	Responsible for communication between partners of the Project, sharing responsibilities, supervising finance of the project. Competence: projects coordinating, expert of the tea market.
Acorus calamus	Donatas Kiaušas	Responsible for Company AC participation in the Project. Competence: tea export outside EU, working with Amazon, marketing, social marketing.
Švenčionių vaistažolės	Kristina Zenkevičiūtė	Responsible for Company SVF participation in the Project. Competence: marketing, working with Amazon.
Inteka	Jekaterina Mazure	for Company INT participation in the Project. Competence: tea production, working with Asia market.
Sunny Glow	Vaida Vasarė	for Company SG participation in the Project. Competence: working with Asia market, export of the production, marketing.

REASONS FOR COOPERATION IN HMTMA

- Our EBN is composed by 4 SMEs coming from 3 different EU countries (Lithuania, Poland and Latvia).
- The network includes companies operating in the tea makers industry;
- All 4 partners have an experience in implementing successful business model introducing their production to new markets;
- All 4 companies have a joint goal – the decision to expand focusing on export expansion in Asia market.
- Network partners have defined a shared focus market entry: Asia
- Asia with its long-lasting tea consumption traditions and market size has a vast potential as an export market for herbal and medicinal teas.
- Both Latvian and Polish partners have moderate experience working with Asia export market therefore combined experience will assure strong and lasting network development.

MAIN GOALS OF HMTMA

- The main aim of this network is to enhance business devolvment in e-commerce.
- To use Accorus Calamus (AC) and Švenčionių Vaistažolės (SVF) experience in online retail that aids expanding their export markets;
- Partners from Latvia and Poland would give a strong brands and high-quality products that would be appealing for Asia market.
- To develop new trading system to control their sales activity and gain trust for their product and brand in the new market.

ACTION PLAN OF HMTMA

Objectives.

- Short-term objectives and expected result:
- to have a joint market offering of their selected production by mid 2020

Medium-long term objectives

- to set up an online distribution channel designed to reach Asian market as well as expansion to other regions through increase on online presence. Penetration actions on markets outside Europe including Middle East, Africa and Americas.
- Activities necessary to achieve objectives have been identified in 6 points, listed below:
- Prepare product selection from all partners
- Prepare accurate product descriptions and photos
- Coordinating with technical specialists prepare products description fit for target market
- Development and set up online marketplace trading accounts as well as online trading platform
- Integration of online payment system that would be suitable for all partners
- Developing and setting up logistics channels for successful market distribution
- Development of market access strategy
- Promotional marketing campaign delivery aimed to start accessing the target market
- Market access strategy implementation and start of trading activity

ACTION PLAN OF HMTMA

ACTIVITY	MONTH 1-12											
	1	2	3	4	5	6	7	8	9	10	11	12
a. Professional and /or consultancy services	X	X	X	X								
<i>Insert details of each foreseen activity</i>												
Product selection and preparation for the market	X	X	X									
Online retails system consultancy					X	X	X	X	X	X	X	
Product description translations		X	X	X								
b. Costs for international events and for activities aimed at developing the international dimension of the EBN or the launch of products				X	X	X						
<i>Insert details of each foreseen activity</i>												
Setting up trading and online payment systems				X	X	X						
c. Brand design and development of logo and graphics of the EBN	X	X										
<i>Insert details of each foreseen activity</i>												
Network presentations	X	X										
d. Preparation and publishing, on-line and printing, of promotional material: EBN's products sheets, pricing lists, leaflets, web-pages, promotional brochures					X	X	X	X	X			
<i>Insert details of each foreseen activity</i>												
Marketing material preparation and distribution					X	X	X	X	X	X	X	X
e. Travel and accommodation costs for participating in the kick off meeting in Barcelona, in the final event in Palermo, events, conferences and international exhibitions, for max. 2 persons of the same SME		X	X					X	X			
<i>Insert details of each foreseen activity</i>												
.....												

ACTION PLAN OF HMTMA

Objectives.

- Short-term objectives and expected result:
- to have a joint market offering of their selected production by mid 2020

Medium-long term objectives

- to set up an online distribution channel designed to reach Asian market as well as expansion to other regions through increase on online presence. Penetration actions on markets outside Europe including Middle East, Africa and Americas.
- Activities necessary to achieve objectives have been identified in 6 points, listed below:
- Prepare product selection from all partners
- Prepare accurate product descriptions and photos
- Coordinating with technical specialists prepare products description fit for target market
- Development and set up online marketplace trading accounts as well as online trading platform
- Integration of online payment system that would be suitable for all partners
- Developing and setting up logistics channels for successful market distribution
- Development of market access strategy
- Promotional marketing campaign delivery aimed to start accessing the target market
- Market access strategy implementation and start of trading activity

SWAT OF ASIAN MARKET

Strengths: <ul style="list-style-type: none">- Strong economy- Deep traditions- Good infrastructure- Large supply market	Weaknesses: <ul style="list-style-type: none">- Language barrier- Large amount of local produce- Different tradition assimilated to tea consumption than in Europe- Weak customer loyalty
Opportunities: <ul style="list-style-type: none">- Presenting products made in Europe to the new market- Constant development and sustainability- Access to even larger market	Threats: <ul style="list-style-type: none">- Low investments in such products- Other products are more competitive- Strategy and project leading issues

SWAT OF EBN

Strength: <ul style="list-style-type: none">- Partnership / cluster of different field experts- Diverse perception and experience- Combination of both services and products to accomplish action plan- Roles and responsibility segregation	Weaknesses: <ul style="list-style-type: none">- Identification of an operator / partner in the area- Identification of competitors in local market- Customer loyalty
Opportunities: <ul style="list-style-type: none">- Large market with proven needs for the product- Large new technologies trending market	Threats: <ul style="list-style-type: none">- Possibility of financial crisis- Product certification for market suitability- Internal strategy issues at the targeted market for the digitalization and innovation

EBN BUDGET OF HMTMA

Cost Summary in EUR

Acronym of the
EBN **HMTMA**

Partner		Eligible Costs						EC and Partners Contribution	
Partner	Organisation Name	Category A	Category B	Category C	Category D	Category E	Total Eligible Costs (A+B+C+D+E)	EC Contribution (90%) EC Max Contribution = 25.000,00 EUR	Partner Contribution
1	Acorus Calamus	2000	4000	0	5000	1000	12000	10800	1200
2	Švenčionių vaistažolės	3100	1000	0	0	1800	5900	5310	590
3	Inteka	1400	2000	0	0	1400	4800	4320	480
4	SUNNY GLOW Sp.zo.o.	2400	1000	0	0	1400	4800	4320	480
5	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0

BEE NET – EBN ACHIEVEMENTS AND FUTURE



The aim to achieve in short term:

- To start sales in Asian market through e-commerce platform channels;
- To start actual sales of own production in Asian market;
- To set up a common brand of herbal products of 4 participants in this project;
- To expand by promoting European herbal tea traditions;
- To promote EU herbal tea as brand and cultural tradition.

The aim to achieve in long term:

- To manufacture products developed especially for Asian market;
- To sell products in packaging which is totally adapted to Asian market;
- To start sales physically in supermarkets and shops;
- To create a distribution channel for sales in Asia;
- To set up a mutual company in Asia of four participants in this project.

THANK YOU

