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MARKETING PLAN FOR IMPORTING  
ELECTRIC CERAMIC OIL LAMPS FROM  
BAT TRANG, VIETNAM TO FINLAND

International Business  
2025

## ABSTRACT

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In today's globally competitive economy, customers often seek products that combine beauty, durability, unique design, and functionality. This thesis explores the potential of introducing electric ceramic oil lamps from Bat Trang, Vietnam, to the Finnish market, leveraging their cultural appeal to align with Finland's focus on sustainability and high-quality products. The objective is to develop an effective marketing plan to facilitate the product's entry into Finland and potentially other Nordic countries.

The research employs tools such as PESTLE, SWOT, demographics, and Hofstede's cultural dimensions to analyze the Finnish market and assess its suitability for these products. Qualitative research supplements these analyses, providing detailed insights into consumer preferences and effective marketing strategies. The findings highlight Finland's demand for products with sustainable cultural values and traditional craftsmanship, presenting an opportunity for Bat Trang's hand-made lamps to succeed.

This study concludes that Finland is a promising market for culturally rich and uniquely designed products. Successfully introducing these lamps could enhance Vietnam's ceramic industry's global reach, create jobs, and contribute to socio-economic growth.

## **ABBREVIATIONS AND TERMS**

CRM                      Customer Relationship Management

STP                      Segmentation Targeting Positioning

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# 1 INTRODUCTION

## 1.1 Thesis background

Having spent two years living and studying in Finland, I have gained valuable insights into Finnish consumer behavior, particularly their emphasis on high-quality products and adherence to stringent standards of living. Products such as food, consumer goods, and technology are expected to meet strict safety and quality standards, with a strong focus on functionality and long-term value. Beyond material features, Finnish products are expected to contribute to overall well-being and quality of life. This is clearly reflected in the refined lifestyle and balance between physical and spiritual well-being among the Finns.

In addition, the typical climate of Finland with long, cold winters makes the need to keep warm and create a cozy space in the family more important than ever. During Finland's long winter season, there is a demand for products that foster both physical warmth and emotional well-being, enhancing the atmosphere of the home. This cultural emphasis on comfort is reflected in the Finnish sauna, which provides both stress relief and rejuvenation.

From these practical observations, I developed the idea of introducing Bat Trang electric ceramic oil lamps to the Finnish market. These products combine functionality with aesthetics, enhancing the warmth and ambiance of any space that aligns with Finnish cultural preferences for comfort and well-being. When used with essential oils, these aroma lamps may contribute to stress reduction and relaxation, offering potential health and wellness benefits supported by aromatherapy practices. This aligns with the Finnish cultural emphasis on creating calming, spiritually fulfilling home environments. With the refined aesthetics and cultural significance of Bat Trang ceramic products, I believe these lamps are well-positioned to resonate with the Finnish market's appreciation for quality and craftsmanship.

## **1.2 Aim of the thesis**

The aim of this thesis is to explore the potential of introducing Bat Trang Electric Ceramic Oil Lamps to the Finnish market, focusing on how the product can meet the high standards of quality and aesthetics that Finnish consumers value. This study aims to explore Finnish consumer perceptions of the product and identify key features that align with their preferences and cultural values. Additionally, this thesis will assess the market viability of the product by considering its cultural relevance and potential to enhance the quality of life in Finland. Furthermore, the objective of the thesis is to provide a sample marketing strategy for Vietnamese companies seeking to expand their business to Finland, offering an overview and a basic plan for their market entry.

## **1.3 Research**

To effectively introduce Bat Trang the product to the Finnish market, it is essential to first gain a comprehensive understanding of Finland's unique cultural, economic, and consumer landscape, which differs significantly from Vietnam's. As importing goods will involve specific procedures and perspectives unique to Finland, familiarizing ourselves with fundamental concepts like Demographics, SWOT Analysis, and PESTLE Analysis will be valuable for this purpose.

The research will investigate the market position of the products in Finland, which includes analyzing the Positioning Strategy, Market Segmentation and Targeting, Product Strategy, and Pricing Strategy.

## **2 LITERATURE REVIEW**

Entering a new market requires a clear business strategy, with a marketing plan playing a key role in raising product awareness. To create an effective plan, businesses must thoroughly analyze the market, focusing on political, economic, social, technological, legal, and environmental factors through PESTLE analysis. SWOT analysis also helps evaluate the market, competitors, and the product.

By examining factors like population size, age structure, income, education, and immigration, demographic analysis helps businesses identify target customers. Additionally, it is crucial to consider cultural factors when entering a new market, especially for a product like the electric oil lamp, which has a design related to culture. Hofstede's cultural dimensions help businesses understand cultural differences and their impact on consumer behavior. Companies can use this knowledge to tailor products and marketing strategies to local preferences. In Finland's case, analyzing consumer preferences and shopping trends is essential for creating tailored products and strategies. Competitor analysis is equally important for understanding competitors' goals and strategies. This allows the company to develop solutions, target specific segments, set goals, and create effective marketing strategies for its product.

Based on the analysis of these factors, a suitable marketing strategy can be developed. This strategy forms the foundation of a successful marketing plan to introduce the product to the new market, which is the central focus of this thesis.

### **2.1 PESTLE**

PESTLE analysis was developed by Francis J. Aguilar, a Harvard professor, is a strategic framework used to evaluate the external macro-environmental factors that can impact an organization. The factors this analysis represents are political, economic, social, technological, legal and environmental. The conditions of a country

affect the businesses within it, and PESTLE analysis helps these businesses understand the possible effects of these factors, thus set strategies and perform financial and risk analyses (Indeed, 2024).

## **2.2 SWOT**

SWOT analysis, developed in the 1960s by Albert Humphrey, examines strengths, weaknesses, opportunities, and threats to guide business decisions. It is used to evaluate new initiatives, internal policies, or adjustments during implementation. In addition, a general SWOT analysis is used to examine the current context of the business and improve operations when necessary (Schooley, 2024).

## **2.3 Demographic**

Demographic analysis involves collecting and analyzing characteristics of groups and populations, providing businesses with valuable insights for marketing and strategic planning. The internet, big data, and AI help businesses to use demographics even more extensively in strategic planning. Often categorized by factors like age or generation, demographic data helps businesses understand consumer behavior, predict trends, and tailor marketing efforts effectively (Hayes, 2024).

## **2.4 Hofstede**

Culture plays a critical role in marketing, especially international marketing, as it profoundly influences all aspects of social behavior and interaction. It is reflected in everyday objects and modes of communication within a society. Tylor's (1881) widely accepted definition describes culture as "that complex whole which includes knowledge, belief, art, morals, law, customs, and any other capabilities and habits acquired by man as a member of society." Culture is also shaped by legal, economic, political, and technological forces, which interact in complex ways (Hollensen, p.439). Understanding a country's cultural aspects helps businesses better connect with customers and meet their needs. Hofstede's dimensions provide a

valuable framework for understanding differences between world cultures across six dimensions.

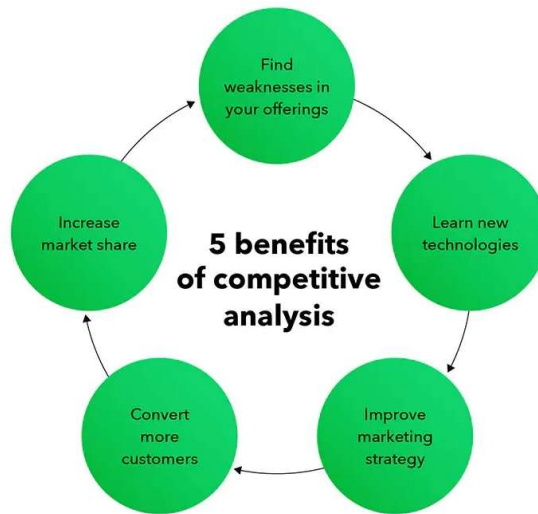
## **2.5 Customers Analysis**

Customer analysis is a critical section that helps businesses understand customer behavior and preferences by studying data like demographics, buying habits, product use, and feedback. Methods include using data from customer relationship management (CRM) systems, focus groups, interviews, and market research. Businesses want to stay competitive, must ensure the analysis is accurate, up-to-date, and uses modern tools like AI, while also protecting customer privacy and ensuring data security. Besides that, business nowadays must understand customer feedback and utilize their feedback as value insights to improve the products and services, it can be incredibly beneficial for organizations in any sector (IDM, 2024).

## **2.6 Competitors Analysis**

Kotler (1999) defines competitor analysis as identifying competitors, assessing their strategies, strengths, and weaknesses, and deciding whether to challenge or avoid them. This process helps create strategies that give the company a competitive advantage (Kotler, Armstrong, Saunders, Wong, 1999, p.506).

Conducting competitor analysis helps businesses stay ahead by revising strategies based on insights, improving customer service, and understanding market share. It reveals why customers prefer competitors, identifies vulnerabilities, and highlights new opportunities. It is also essential for understanding customer decision-making and finding actionable ways to improve marketing, products, and gaining a competitive edge (Qualtrics, 2024).



**Figure 1:** Benefits of competitive analysis (Qualtrics, 2024)

## 2.7 Segmentation

Market segmentation is the process of grouping customers in markets with some heterogeneity into smaller, more similar or homogenous segments. The identification of target customer groups in which customers are aggregated into smaller groups with similar requirements and buying characteristics. We use segmentation is when we want isolate potential target audiences to determine which ones will bring the highest return on your marketing efforts. Segmentation is based on specific criteria related to an individual's age, income, subjects of interest and behaviors (Indeed, 2024). Moreover, the main purpose of segmentation is to enable the company to concentrate its efforts on pleasing one group of people with similar needs rather than trying to please everybody and probably ending up pleasing nobody (Blythe, Jane, p.78)

## 2.8 Targeting

Targeting is a process that focuses on dividing the audience into smaller segments and creating strategies to connect with those most likely to respond. Marketers

segment the audience based on factors like age, location, interests, or past purchases. Then, they identify which segment best matches their product, values, and goals, ensuring their efforts are aimed at the right people. Finally, they craft tailored messages and choose the most effective channels, such as social media, to engage their target audience. With over 53% of the global population active on platforms like Facebook, Instagram, YouTube, and TikTok, digital channels are especially useful for reaching and influencing potential customers while maximizing budget efficiency (Royston, 2024).

## **2.9 Positioning**

According to Kotler (1999), a product's position is how customers see and think about it based on its key features. It is about the spot the product takes in customers' minds compared to other products. This position includes the ideas, feelings, and opinions customers have about the product when compared to competitors. Customers create these perceptions on their own or with help from marketers. Positioning starts with the product itself—whether it's a service, a company, or even a person. But positioning isn't about changing the product; it's about shaping how the product is seen in the minds of potential customers. In other words, positioning happens in the customer's mind (Kotler, Armstrong, Saunders, Wong, 1999, p.443-444). Therefore, businesses need to make sure their target customers see their brand as unique and better than others. To do this, they should focus on one important feature or benefit that the brand can do best. This helps the brand stand out and stay in people's minds, even though they see a lot of ads all the time (Kotler, Armstrong, Saunders, Wong, 1999, p.445).

## **2.10 Marketing**

Kotler, Armstrong, Saunders, and Wong define marketing as the process where individuals and groups meet their needs by creating and exchanging value through products (Kotler, Armstrong, Saunders, Wong, 1999, p.10). According to Kotler and partners, marketing is not sense of selling and advertising but the human needs.

It includes basic physical needs for food, clothing, warmth and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression. Human wants are the form taken by human needs as they are shaped by culture and individual personality. Thus, they want to choose products that provide the most satisfaction for their money (Kotler, Armstrong, Saunders, Wong, 1999, p.11). Therefore, understanding customer needs, wants and demands is important for a company to design a suitable marketing strategy for the company launching the products.

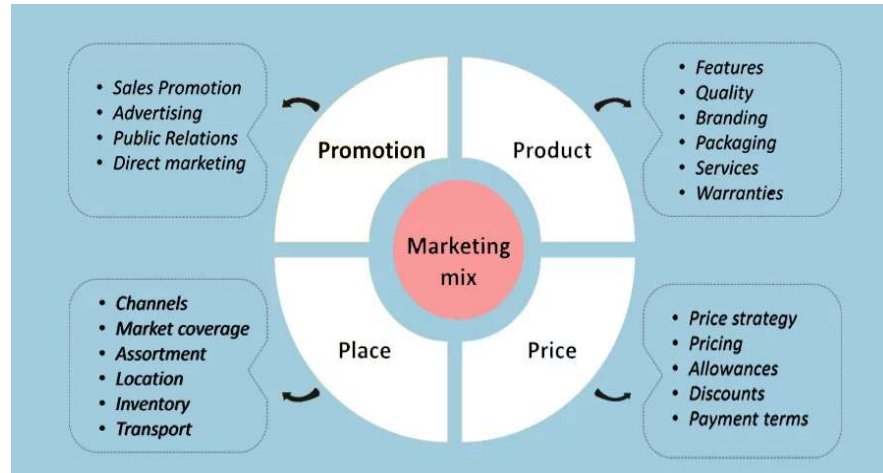
### **2.11 Marketing Strategy**

Marketing strategy is a plan to attract potential customers and turn them into buyers of its products or services. It starts with research to understand the target audience, competitors, pricing, and buying habits. Then, it focuses on positioning the product to stand out through its unique benefits, attractive packaging, and clear messaging. The promotion step involves actively advertising and building connections with customers through content, experiences, and relationships. Finally, measurement helps track what works, learn from mistakes, and improve future marketing efforts to reach goals (Ellering, 2022). This starts with studying competitors to see their strengths, weaknesses, and strategies. Companies use this information to find their own advantages. Depending on their position in the market, companies can choose different strategies. Leaders dominate their markets, challengers compete to take more market share, followers copy what leaders do to stay steady, and niche players focus on small, specialized markets that big companies ignore. By choosing the right approach, a company can grow and succeed over time (Kotler, Armstrong, Saunders, Wong, 1999, p. 109).

### **2.12 Marketing Mix**

A marketing mix is a framework encompassing the four Ps: product, price, placement, and promotion. It was introduced in 1960 by marketing professor E. Jerome

McCarthy in his book *Basic Marketing: A Managerial Approach*, the concept highlights how these elements interact to achieve the goal of driving higher sales. By working together, these components ensure a cohesive strategy that addresses various aspects of marketing, from product development to customer engagement (Kenton, 2024).



**Figure 2:** Marketing Mix 4P's (Abirika, 2024)

### 2.13 Marketing Plan

A marketing plan guides businesses in organizing and tracking their marketing activities. It includes objectives, target audiences, budgets, tactics, and deliverables, ensuring campaigns stay aligned with goals and can be improved over time. When creating marketing plans, managers must consider other departments within the company, as they all contribute to the internal environment. Top management sets the company's mission, goals, strategies, and policies, and marketing plans must be approved by them. Marketing teams also collaborate with other departments: finance secures funds, R&D designs safe and appealing products, purchasing acquires materials, manufacturing produces quality goods, and accounting tracks revenues and costs. To be effective, all departments must prioritize the customer and work together to deliver superior value and satisfaction (Kotler, Armstrong, Saunders, Wong, 1999, p.146-147).

### **3 BAT TRANG VILLAGE AND PRODUCT INTRODUCTION**

#### **3.1 Bat Trang Village**

The Bat Trang Pottery Village, rich in history and craftsmanship, is believed by locals to date back to the 14th century, though exact records are scarce. Historians suggest the village's roots may lie in the 14th or 15th century, a period when pottery began to flourish in the region due to an abundance of quality clay and the growth of trade along the Red River. According to some family annals, this village was formed when King Ly Cong Uan moved the capital to Thang Long (now Hanoi). Along with the establishment and development of the capital, many merchants and artisans from many regions went there to take advantage of the abundant white clay in the area and water from the river to produce pottery and ceramic products. Over time, Bat Trang pottery has developed and become famous for its quality, design and best glaze (VinWonders, 2023).

Bat Trang's location on the Red River, between two major ports, Thang Long and Pho Hien, made it a center of trade. Its ceramics reached global markets via merchant ships from Japan, China, and the West.

However, in the 18th and 19th centuries, the Trinh - Nguyen dynasty applied a number of policies to restrict foreign trade, reducing trade relations between Vietnam and other countries. As a result, ceramic products were no longer exported to the world market. Only since 1896, thanks to economic reform and development, Bat Trang ceramic village has made a strong transition to a market economy and is widely known through impressive high-quality ceramic export products. Today, Bat Trang ceramic products are increasingly rich and diverse. In addition to traditional products, the craft village also produces new products to meet domestic demand such as teapots, cups, vases, as well as export orders.



**Figure 3.** An old picture of Bat Trang Ceramic Village Vietnam

Bat Trang products are divided into 3 categories based on their intended use (Tran, 2024):

- Household items: plates, bowls, cups, teacups, tea trays, kettles, cigarettes, wine bottles, lime pots, vases, flower vases, etc.
- Worship items: candlesticks, lamp stands, incense burners, worship boxes, swords.
- Decorative items: model houses, dragon statues, horse statues, Maitreya statues, tiger statues, elephant statues, three-headed statues and architectural decorations.

The difference between Bat Trang ceramic products and other products is the high-quality glaze and diverse colors such as blue, brown, clear, green, etc. In addition, because of the modern production techniques and the creativity of artisans, new products have been born with special designs and diverse decorative patterns, even daily household items have the beauty of decoration.

Below is Ceramic Manufacturing Process in Bat Trang (Phung, 2024).



**Figure 4.** Manufacturing process

### 3.2 Electric ceramic oil lamp

The design of these products integrates traditional Bat Trang craftsmanship with contemporary functional requirements. They are designed to enhance both the ambiance and well-being of a home. Each lamp incorporates elements of Vietnam's artistic heritage while providing aromatherapy functionality, potentially appealing to Finnish preferences for decor that balances aesthetics with practicality.

In terms of design, Bat Trang electric ceramic oil lamps come in different styles, each reflecting the elegance and cultural richness of Vietnamese ceramics. The lamps often feature hand-painted designs, including floral motifs, landscapes, or traditional Vietnamese art. The lamps, which have simple, smooth surfaces that highlight the beauty of natural ceramics and fit well into modern home decor styles. The lamps are glazed in a variety of colors, ranging from earth tones to vibrant blues, whites, and greens, adding aesthetic value to any space.

Being electric, these lamps are convenient to use and more energy-efficient than traditional oil lamps, as they do not require candles or open flames. As a result, they are safer than traditional oil lamps, eliminating the risk of fire and allowing for long-term use without the need for regular monitoring.

Electric ceramic oil lamps are primarily designed to diffuse essential oils. It typically consists of a base where water and essential oils are added, and a top portion with an opening through which the aroma is released. The lamp usually contains a light source, which can either be a traditional bulb or an LED, to heat the oils, causing them to release into the air, emitting a gentle scent that helps relieve stress, improve mood, and promote relaxation. These lamps are ideal for creating a spa-like atmosphere at home. Additionally, the combination of soft lighting and subtle fragrance emitted by the electric ceramic lamp contributes to a warm and inviting environment, particularly suited to the long, cold winter months in Finland.

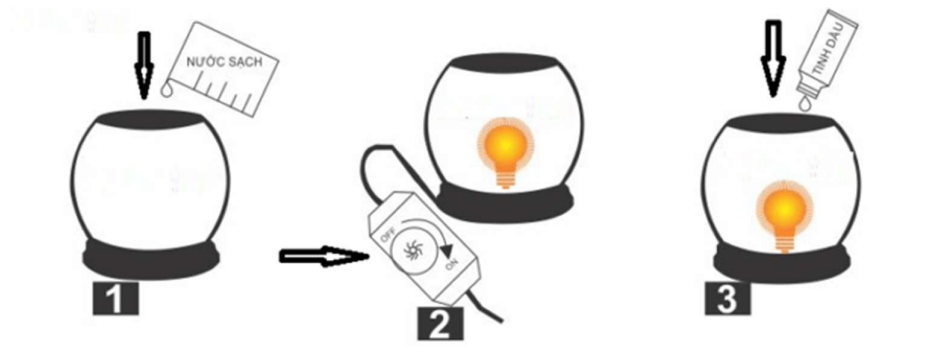


**Figure 5.** Wave-shaped electric oil lamp painted with a buffalo herding boy when powered off and on (photo from Bat Trang ceramic website)



**Figure 6.** Electric oil lamps come in various designs and sizes, offering both functional and decorative benefits to enhance the ambiance of a space while providing the therapeutic benefits of aromatherapy

### How to use the electric ceramic oil lamps:



Pour clean water into the hollow (the top section) so that the water does not overflow. Can use either hot or cold water.

Plug in and switch on the lamp. The heat from the bulb will gently warm the water.

Add a few drops of essential oil, adjusting the amount based on the type of oil and the size of the room

**Note:** Keep away from flammable materials, place on a stable flat surface, do not touch the bulb while it is still hot, and keep out of reach of children.

**Figure 7.** How to use electric oil lamps

## **4 METHODOLOGY**

### **4.1 Data collection**

In my study on the importing of electric ceramic oil lamps from Bat Trang village, Vietnam to the Finnish market, the qualitative research approach is chosen because of its exploratory nature and ability to provide in-depth information about the target market. This approach enabled a deeper exploration of consumer perspectives, decision-making processes, and product usage in a foreign cultural context (Kumar, 2000, p.141,142). By focusing on Finnish cultural, social, and consumer factors, this approach enabled me to assess the suitability of the product for the local market.

The qualitative approach allowed me to use analytical tools such as Hofstede's cultural dimensions framework to understand the cultural differences between Vietnam and Finland, thereby identifying factors that influence purchasing behavior and product perceptions. I also analyzed documents, books, statistics, and other secondary sources to explore consumer trends, lifestyle preferences, and the demand for culturally significant, handmade products like electric ceramic oil lamps.

This qualitative method focused on identifying patterns and themes in non-numerical data. For example, I examined cultural motivations, sustainable living trends, and aesthetic preferences relevant to the Nordic market. The results of these analyses helped me develop market segments, accurately identify potential target customer groups, and propose effective marketing strategies.

### **4.2 Validity, Reliability, and Limitations**

Qualitative research is a research method with a high level of accuracy and reliability because the information used in this research is cited from documents such as Principles of Marketing by Philip Kotler, International Marketing research by

Kumar, or reliable websites such as Statistics of Finland, Investopia. Therefore, the research results truly measure or reflect the phenomenon being studied.

Although qualitative methods provide insight into complex phenomena, they are also limited by my personal perspective and research. Besides, language is the limitation in the qualitative research method as according to Kumar, "The researcher should determine the class structure in the country before looking for information in the appropriate segments in that culture. Language plays a very important role in qualitative research. A lot of vital information and subtle nuances can be lost in translation. In some countries with multiple cultures, differences in usage in a single language can add to the complexity of the task." (Kumar, 2000, p. 151); therefore, there will be information that is missing in this research.

## 5 EMPIRICAL STUDY

### 5.1 Finnish Market Analysis

#### 5.1.1 Finland's demographics

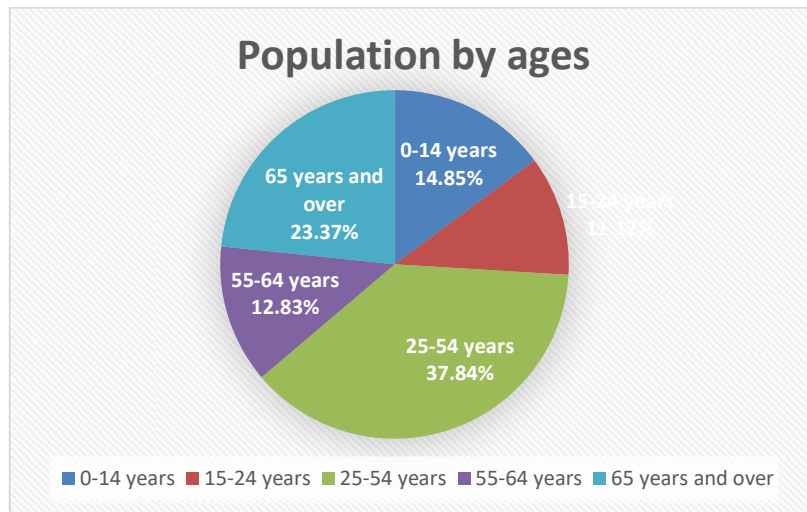
##### **Population:**

Finland's population data shows a relatively stable and modest growth rate, with an annual increase of only 10,533 people. This reflects Finland's low birth and death rates, typical of aging populations in developed countries. This trend benefits the import of handmade products, as older consumers tend to appreciate artistic items and favour products that are environmentally friendly and beneficial to their health.

##### **Ethnicity and Race:**

Finland's ethnic diversity reflects a long history of migration and cultural influences. The majority of Finns are descended from ancient hunter-gatherers who spoke a Finnic language, which evolved into modern Finnish. Swedish influence began in the 12th century, leaving a lasting impact, with over 290,000 Swedish speakers in Finland today. Russian rule from 1809 to 1917 also shaped the culture, and about 69,000 Russian speakers now live in the country. Close ties with Estonia have led to a significant Estonian community, while newer groups include British, Somali, Arab, Kurdish, Chinese, and the indigenous Sami. This mix highlights Finland's journey to a multicultural society with deep historical roots (Pariona, 2018). There are activities showing that Finns have a strong appreciation for craftsmanship and authenticity such as Christmas Markets, Tampere Handicraft Fair, Jyväskylä Handicraft Fair, Sauna Day which aligns well with Bat Trang's artisanal ceramics and Vietnam's traditional craftsmanship heritage. The cultural value of these handmade lamps can be especially appealing to Finns, who value authenticity and heritage in their purchases.

### Age Structure:



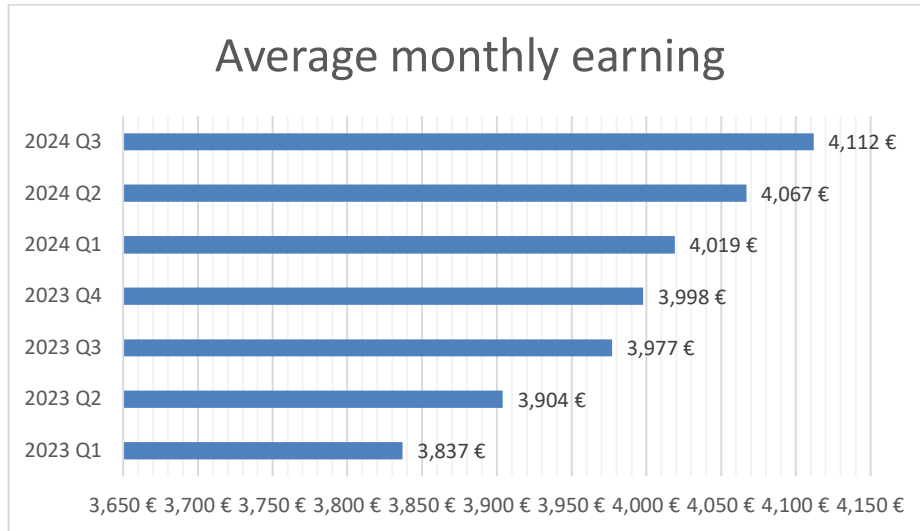
**Figure 8:** Finnish population by ages

Based on Finland's age demographics, with a high proportion of adults aged 55 and over (more than 30%), there is strong demand for wellness products that promote relaxation and comfort at home. Secondly, the largest age group, 25-54, includes professionals and families who are interested in products that create a calming atmosphere. Finally, younger people are also interested in stylish home-wares, adding to the potential market. We can therefore see that electric ceramic oil lamps have opportunity to appeal to a wide range of age groups in Finland, especially if marketed for health and home ambiance.

### Economics and Household income

Finland's advanced industrial economy, openness to trade, and high employment rate present a unique opportunity for marketing premium products. According to Statistic Finland, 2024, with an average monthly income of around 4,112 euros and a high employment rate of 76.5% for people aged 20 to 64, Finnish consumers are typically willing to invest in durable, unique items. This is a potential market for electric ceramic oil lamps as premium, high-quality decor that embodies artistry, and cultural heritage can resonate well with Finnish values. Especially the

craftsmanship and quality of these lamps can appeal to consumers who value quality and are prepared to pay for long-lasting, distinctive products.



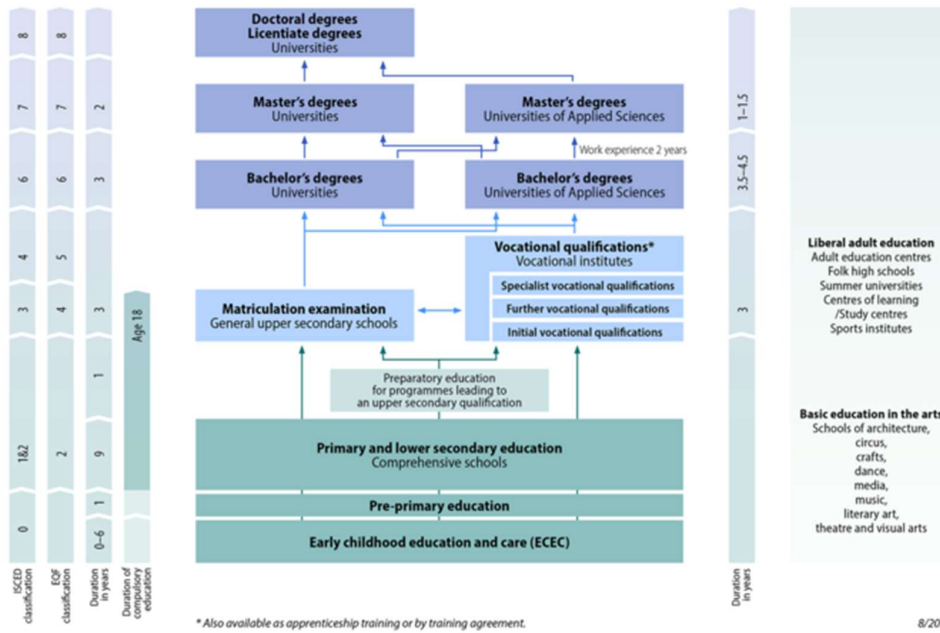
**Figure 9:** Average monthly earning

### Education

The education system of Finland is one of the best in the world, ranking #1 for preparing students for the future and #2 for high-performing graduates. Schools have a lot of freedom and trust to manage themselves without strict control. (Finland toolbox, 2023).

The Finnish education system emphasizes critical thinking, quality, and transparency. This helps Finnish consumers to recognize and value authentic, well-crafted products, particularly those that highlight craftsmanship, material quality, and functionality. As a result, electric ceramic oil lamps are likely to be attractive and popular in Finland.

## EDUCATION SYSTEM IN FINLAND



**Figure 10:** Structure of the Finnish education system, from Ministry of Education and Culture, Finland, 2022 (Aalto University, 2022)

### Immigrant population

In 2023, Finland recorded a high number of new arrivals, with 73,236 immigrants—a significant rise from the previous record of just under 50,000 in 2022. This increase is largely driven by individuals seeking asylum, including Ukrainian citizens who came to Finland under temporary protection due to the ongoing conflict in Ukraine. Additionally, there has been a noticeable rise in immigration from the Philippines, Sri Lanka, India, Bangladesh, and China. Finland is expected to continue attracting skilled immigrants to address these challenges and ensure a sustainable future for its economy and society.

However, the recent increase in immigration to Finland creates new opportunities for importing electric ceramic oil lamps. While Finnish consumers are still the main focus, Finland's growing multicultural population brings new tastes and interests that can be tapped into. The new residents are more internationally-minded, with

a broader appreciation for unique styles and cultural products, which include decorative items like Bat Trang lamps. Marketing in English through social media and creating content that highlights the lamps' artistic heritage can attract both Finnish and international customers who value globally inspired decor.

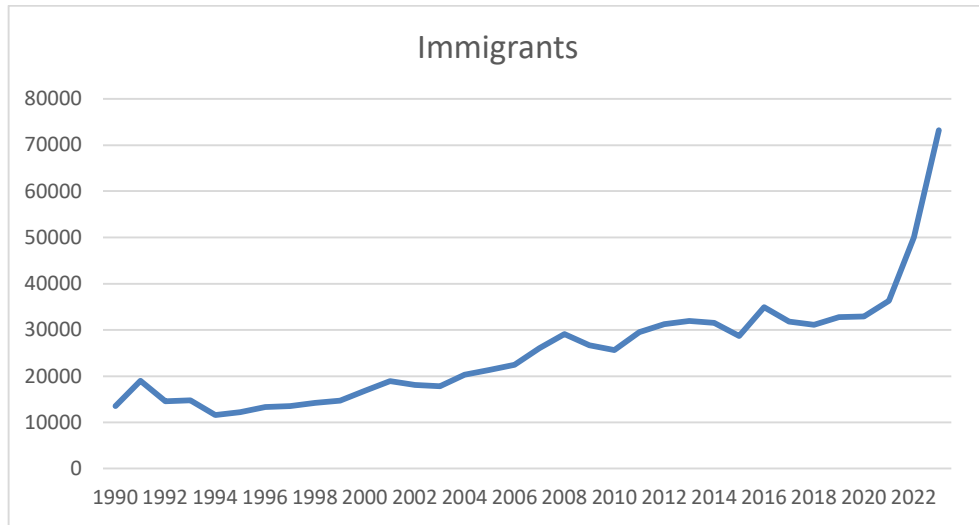


Figure 11: Immigrants in Finland

### 5.1.2 Finland’s PESTLE

| P  | E   | S   | T   | L   | E   |
|--|---|---|---|---|---|
| Political  | Economical  | Social  | Technological   | Legal   | Environmental   |
| <ul style="list-style-type: none"> <li>•Stable Government</li> <li>•Strong Rule of Law</li> <li>•Foreign Policy</li> <li>•EU Membership</li> </ul> | <ul style="list-style-type: none"> <li>•High-Standard Economy</li> <li>•Innovative Economy</li> <li>•EU Regulations</li> <li>•Economic Dependency on</li> </ul> | <ul style="list-style-type: none"> <li>•Highly Educated Population</li> <li>•Aging Population</li> <li>•High Quality of Life</li> <li>•Cultural Emphasis on Sustainability</li> </ul> | <ul style="list-style-type: none"> <li>•Leader in Innovation</li> <li>•High Digitalization</li> <li>•Supportive Government Policy</li> <li>•Green Technology Focus</li> </ul> | <ul style="list-style-type: none"> <li>•Strong Legal Framework</li> <li>•EU Laws</li> <li>•Labor Laws</li> <li>•Taxation</li> </ul> | <ul style="list-style-type: none"> <li>•Focus on Sustainability</li> <li>•Climate Change Commitments</li> <li>•Natural Resources</li> <li>•Environmental</li> </ul> |

Figure 12: PESTLE of Finland

**1. Political** factors examine how government policies, legislation, and political stability affect the economy, including trade barriers, tax policies, and international relations. (Indeed, 2024). With a stable political environment and deep-rooted democratic values for example Finland’s elections are conducted fairly, respectfully by all political entities or the law are strictly followed by the people. Finland as membership of Eurozone, offers a consistent and low-risk business climate.

Membership in the EU further strengthens its economic ties and market access, creating an inviting landscape for international investments like the proposed entry of Bat Trang lamps. The country's robust legal framework and adherence to the rule of law further support business operations by providing clear, predictable regulations, low corruption, and high transparency. Finland's foreign policy is characterized by neutrality in global conflicts; however, its relationship with neighbouring Russia remains a key political consideration, especially amid recent geopolitical tensions (David, 2022).

**2. Economic** factors include government monetary policies, such as economic growth, interest rates, exchange rates, and inflation, which directly impact business operations and profits. (Indeed, 2024).

Finland has one of the world's most prosperous economies, with a high GDP amounted to 273 billion euros (Clausnitzer, 2024) and strong infrastructure. Finland is also highly innovative, investing in education, research, and development, which supports sectors like technology (where Nokia has been a notable player), renewable energy, and manufacturing. As a Eurozone member, Finland gains from financial stability within the EU but also faces challenges tied to European issues like inflation and economic crises in other countries. Additionally, Finland's economy relies heavily on exports, particularly in machinery, electronics, forestry, and chemicals, so economic conditions in major trade partners like Germany, Sweden, and China have a big impact on its economic health (David, 2022).

**3. Social** factors include changes in the broader social environment, such as justice movements, cultural trends, or shifting opinions on products. It is essential to consider sociological trends that are at play—not just in the organization's immediate environment—but also in the broader environment that customers are coming from (Wood, 2024).

Finland also ranks as one of the happiest countries, showing its high quality of life, extensive social welfare programs, healthcare, and education services. Social

equality and low poverty rates contribute to a stable society. Additionally, Finnish culture places a strong emphasis on sustainability and environmental protection, with renewable energy and eco-friendly values shaping both consumer habits and government policies (David, 2022). It is showing through the activities of sorting of waste in each household and the arrangement of waste bins in each residential area demonstrate the high level of environmental protection of Finnish people.

**4. Technological** factor showing how the business and industrial apply the technology to produce and sell products. Through these factors, businesses can advance in automation and produce more goods at a time (Indeed, 2024).

Finland is a global leader in innovation, particularly in fields like telecommunications, digital services, and health technology, supported by a strong R&D infrastructure and home to other cutting-edge companies. The country is highly digitalized, with one of the world's highest internet penetration rates and deep integration of digital solutions in both business and public sectors, as well as a leadership role in 5G technology. The Finnish government actively supports technological development, providing funding for innovation, fostering collaborations between businesses and universities, and creating favorable conditions for tech startups. Additionally, Finland has a strong focus on green technology, investing significantly in renewable energy, energy efficiency, and the circular economy, aligning well with global sustainability trends (UKEssays, 2018).

**5. Legal** factors are particularly political factors, that are the law of the countries where business is located and operate. Business must stay updated to ensure the legalization is committed and followed. (Indeed, 2024).

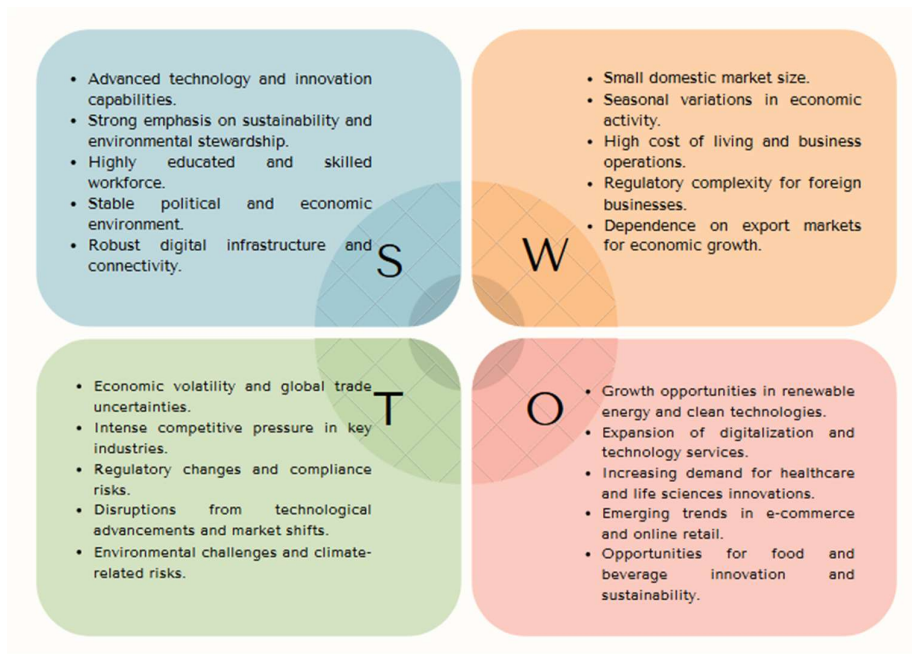
Finland's legal system is known for its transparency and efficiency, upholding the rule of law and protecting property rights, intellectual property, and contracts, which is important for both local and international businesses. As a member of the European Union, Finland must follow EU laws and regulations covering areas like labor standards, environmental protection, competition, and consumer rights. The

country also has progressive labor laws that include strong worker protections, mandatory collective bargaining, and generous parental leave, all of which contribute to a stable labor market but may raise business costs. Finland's taxation rates are relatively high, especially on personal income and corporate profits; however, these taxes fund an extensive welfare system and public services, promoting social stability (UKEssays, 2018).

**6. Environmental** factors are important as they impacts directly to the products of businesses. If businesses haven't plan carefully for logistic and packaging, the environmental factors might destroy the product and their quality easily. They are usually laws and policies related to pollution, waste management, and conservation, play a significant role in shaping these factors. Environmental regulations are a critical component, impacting geographical locations, natural resources, and sustainability efforts (Wood, 2024).

Finland places a strong focus on environmental sustainability, driven by both government policy and public support. The country leads in forest management, waste recycling, and renewable energy, especially in bioenergy. Finland has also set ambitious climate goals, aiming to achieve carbon neutrality by 2035. This commitment has encouraged industries to adopt eco-friendly practices and invest in clean technology. With abundant natural resources such as forests, lakes, and minerals, Finland is a major player in the forestry sector and is among the world's top producers of paper and pulp. Strict environmental regulations also shape industrial activities, requiring companies to meet high environmental standards. While these regulations can raise operational costs, they also drive innovation in sustainable solutions (UKEssays, 2018).

### 5.1.3 SWOT



**Figure 13:** SWOT of Finland

**1. Strengths** are what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on (Kenton, 2024).

Finland is known for its stable government, with transparent institutions, low corruption, and a reliable legal system that creates a secure and predictable environment for long-term investments. Its education system is one of the best globally, producing a highly skilled workforce that strengthens industries, especially in technology and research. The country also boasts strong infrastructure, including advanced transportation, energy, and digital networks, making it a leader in telecommunications with excellent internet connectivity to support both traditional and digital businesses. Finland is highly innovative, particularly in sectors like telecommunications, IT, gaming, and healthcare technology, with companies like Nokia and Rovio exemplifying this strength. The government supports businesses with grants, subsidies, and tax incentives, especially for research, development, and

environmental projects, creating a business-friendly environment. Additionally, Finland's EU and Eurozone membership offers seamless access to the EU single market of over 450 million consumers, a significant advantage for businesses targeting Europe.

**2. Weaknesses** stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital (Kenton, 2024).

With a population of only 5.6 million, Finland's domestic market is quite small, which can limit growth potential for businesses that depend heavily on local consumers. The country also has relatively high corporate taxes and labor costs, funding excellent social services and infrastructure, though these costs may deter businesses seeking lower-cost environments. Additionally, Finland's rapidly aging population is leading to labor shortages, which poses challenges for industries needing a stable, sizable workforce. While English is commonly used in business, the Finnish language can be complex for foreign companies in consumer-facing sectors or those dealing with local regulations. Moreover, Finland's labor market regulations provide strong worker protections and benefits, but these can make it harder for businesses to adapt their workforce as market needs change.

**3. Opportunities** refer to favourable external factors that give an organization a competitive advantage (Kenton, 2024).

Finland's commitment to sustainability creates exciting opportunities in green technology, especially in renewable energy, energy efficiency, and environmental solutions, as the country aims for carbon neutrality by 2035. With advanced IT infrastructure and expertise in 5G, AI, cybersecurity, and health technology, Finland's tech sector—especially its startup ecosystem in Helsinki—offers a strong environment for digital innovation. The nation's natural resources, particularly in forestry, provide a solid foundation for bioeconomy and circular economy growth,

supporting sustainable solutions in agriculture, materials, and energy. (Ministry of Economic Affairs and Employment Helsinki, 2021)

Finland's pristine landscapes and sustainable reputation make it an attractive destination for eco-tourism, especially in scenic regions like Lapland, providing opportunities for growth in hospitality, transport, and adventure tourism. The life sciences sector is another area of promise, with strengths in digital health, medical devices, and biotech, supported by world-class health data systems. Lastly, Finland's northern location and proximity to the Arctic offer unique prospects in logistics, mining, research, and sustainable development, especially as climate change impacts the Arctic's economic landscape.

**4. Threats** refer to factors that have the potential to harm an organization. Other common threats include things like rising costs for materials, increasing competition, tight labor supply, and so on (Kenton, 2024).

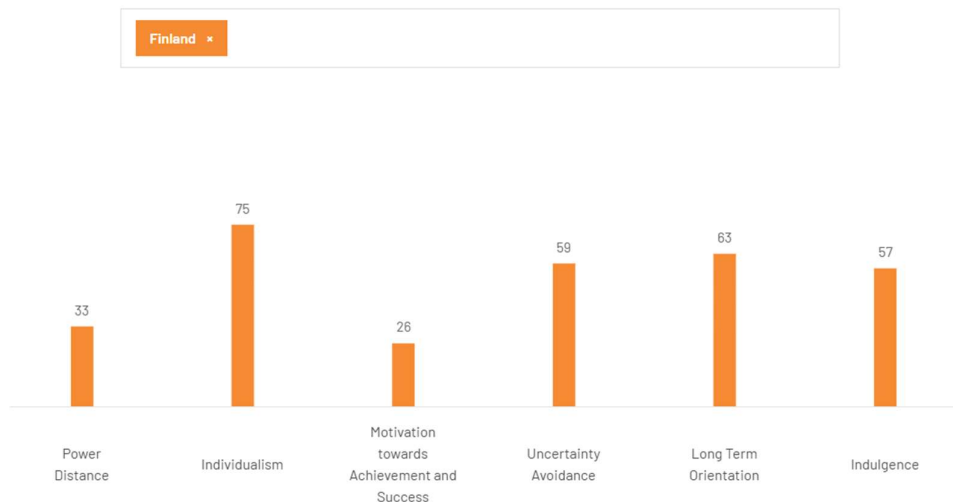
Finland's small, export-driven economy makes it vulnerable to global economic shifts, trade tensions, and changes in demand or tariffs, especially in important markets like the EU, China, and Russia. This exposure means that shifts in exchange rates or international policies can significantly impact Finnish businesses, particularly in manufacturing and export-heavy sectors. Finland's location near Russia also brings geopolitical risks, as fluctuations in EU-Russia relations could disrupt trade, energy supplies, and investor confidence. Additionally, Finland's aging population is leading to labor shortages, especially in skilled sectors, which limit business growth unless immigration or automation solutions are expanded. Competing for top global talent is also a challenge, as Finland may struggle to attract highly skilled professionals in fields like technology and research. Although Finland is a leader in sustainability, climate change still threatens its natural resources, impacting key areas like forestry and agriculture through shifts in weather patterns and biodiversity loss. Finally, Finland's reliance on major export industries—like technology, machinery, forestry, and chemicals—means that any downturn in these

areas due to global competition, changing consumer preferences, or environmental regulations that harm the economy.

The SWOT analysis highlights Finland's stable business environment and advanced logistics infrastructure, making it an attractive market for Bat Trang's artisanal products. Finnish consumers, known for their high level of education and preference for sustainability, value handcrafted, eco-friendly items like these ceramic lamps. In particular, the opportunities from health care trends, green tourism, and sustainable consumption in Finland present promising grounds for businesses to explore. However, challenges remain, including the small market size, competition from cheaper or more modern products, and barriers related to language and strict environmental regulations in the EU are aspects that need to be considered to import this product.

#### 5.1.4 Hofstede

Below is Finland's score for the culture dimensions.



**Figure 14:** Hofstede dimensions of Finland

**1. Power Distance Index (high versus low)** shows how people in a society view and handle inequality. Power Distance refers to how much the less powerful members of organizations and institutions in a country accept and expect that power is shared unequally (The culture factor group, 2024).

“Finland scores low on this dimension (score of 33) which means that the following characterises the Finnish style: Being independent, hierarchy for convenience only, equal rights, superiors accessible, coaching leader, management facilitates and empowers. Power is decentralized and managers count on the experience of their team members. Employees expect to be consulted. Control is disliked and attitude towards managers are informal and on first name basis. Communication is direct and participative” (The culture factor group, 2024).

**2. Individualism Versus Collectivism** this dimension addresses the degree of interdependence a society maintains among its members. It relates to whether people's self-image is defined in terms of "I" or "We". In Individualist societies people are supposed to look after themselves and their direct family only. In Collectivist societies, people take care of the group in exchange for loyalty (The culture factor group, 2024).

Finland, with a score of 75 is an Individualist society. This means there is a high preference for a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families only. In Individualist societies offense causes guilt and a loss of self-esteem, the employer/employee relationship is a contract based on mutual advantage, hiring and promotion decisions are supposed to be based on merit only, and management is the management of individuals (The culture factor group, 2024).

**3. Masculinity Versus Femininity or Motivation towards Achievement and Success** indicates two types of societies based on what motivates people. In a Decisive society, with a focus on standing out and winning, starting from school and con-

tinuing into work life. On the other hand, a Consensus-oriented society values caring for others and enjoying a good quality of life. Here, success is measured by happiness and harmony rather than individual accomplishments and standing out is not highly admired (The culture factor group, 2024).

Finland scores 26 on Motivation towards Achievement and Success and is thus considered a Consensus society. In countries scoring low on Motivation towards Achievement and Success, the focus is on “working in order to live”. Managers strive for consensus, people value equality, solidarity and quality in their work lives. Conflicts are resolved by compromise and negotiation. Incentives such as free time and flexibility are favoured. Focus is on well-being, and status is not shown. An effective manager is a supportive one, and decision making is achieved through involvement (The culture factor group, 2024).

**4. Uncertainty Avoidance Index** (high versus low) is about how a society handles the fact that the future is unpredictable. Not knowing the future can cause stress, and different cultures deal with this stress in different ways. A culture’s score on this dimension shows how much its people feel uneasy about unclear or unfamiliar situations and whether they have created rules or systems to reduce this uncertainty (The culture factor group, 2024).

Finland's score of 59 reflects a high preference for avoiding uncertainty. Countries exhibiting high Uncertainty Avoidance maintain rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas. In these cultures, there is an emotional need for rules (even if the rules never seem to work), time is money, people have an inner urge to be busy and work hard, precision and punctuality are the norm, innovation are resisted and security is an important element in individual motivation (The culture factor group, 2024).

**5. Long-Versus Short-Term Orientation** explains how societies balance their connection to the past with the challenges of the present and future. The societies, called Normative (low score), prefer to stick to long-standing traditions and are

cautious about change. In contrast, societies with a high score take a more practical approach, focusing on saving resources and supporting modern education to prepare for the future (The culture factor group, 2024).

Finland scores 63 in this dimension, making it pragmatic. In societies with a pragmatic orientation, people believe that truth depends very much on situation, context, and time. They show an ability to adapt traditions easily to changed conditions, a strong propensity to save and invest, thriftiness, and perseverance in achieving results (The culture factor group, 2024).

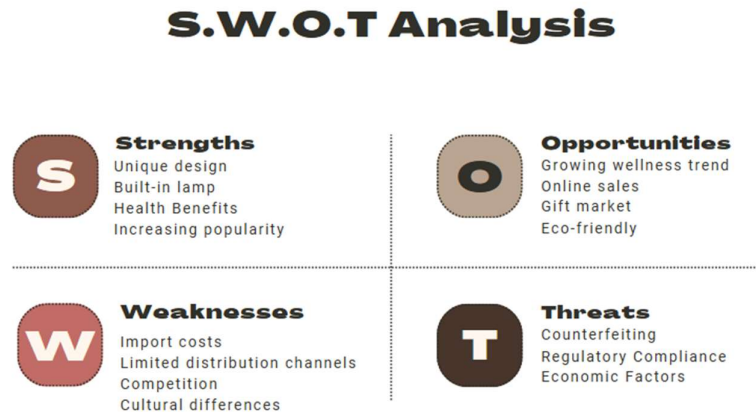
**6. Indulgence Versus Restraint:** Humanity has always faced the challenge of teaching children to fit into society. This dimension measures how much people control their desires based on upbringing. Indulgent cultures have weaker control, while Restrained cultures have stronger control (The culture factor group, 2024).

The relatively high score of 57 indicates that Finland is an Indulgent country. People in societies classified by a high score in Indulgence generally exhibit a willingness to realize their impulses and desires with regard to enjoying life and having fun. They possess a positive attitude and have a tendency towards optimism. In addition, they place a higher degree of importance on leisure time, act as they please and spend money as they wish (The culture factor group, 2024).

Hofstede's cultural dimensions reveal several favorable factors for introducing Bat Trang's electric ceramic oil lamps to the Finnish market. First, with a low Power Distance, Finnish people value equality. This creates an opportunity for the product to enter the market and compete effectively with existing products. Additionally, businesses can collaborate transparently and receive constructive feedback from partners. Second, as an individualistic society, Finnish consumers focus on personal benefits. Therefore, the unique design of electric ceramic oil lamps and their health benefits align well with customer preferences. At the same time, with a low Masculinity score, Finnish customers value work-life balance, so the product

should be positioned as a solution to enhance quality of life and provide relaxation. Furthermore, due to a high Uncertainty Avoidance, Finnish people prefer products with clear labelling, compliance with EU standards, and transparent origins, which are well-matched with the oil lamps produced in Bat Trang. Above all, with a long-term orientation and pragmatic mindset, Finnish consumers view clay-made ceramic oil lamps not only as a trend but also as a reliable long-term choice. Finally, with their love for enjoying life, they are an excellent way to improve living spaces and create daily relaxation, perfectly matching the Finnish lifestyle.

### 5.1.5 Product SWOT analysis



**Figure 15:** Electric oil lamp SWOT

According to the SWOT analysis above, showing that the electric ceramic oil lamps possess outstanding features that serve as the product's strengths. These lamps are made from fired ceramic, providing high heat resistance. Their unique designs, featuring hand-painted details and versatile color options, cater to various home decor styles, including Finnish preferences for elegant and functional aesthetics. Additionally, the aroma from essential oils offers therapeutic benefits, such as stress relief and support for people with asthma.

However, the product has its weaknesses. Being imported from Vietnam, the import costs are relatively high. Furthermore, as a new product, it faces limited distribution channels and significant competition from established brands in neighboring European countries. Cultural differences also pose challenges for the acceptance of the electric ceramic oil lamp in Finland.

Despite these weaknesses, the product's strengths present opportunities for growth in the Finnish market. It aligns with emerging trends in health care and stress relief, making it a suitable choice for use at home. With the rapid development of technology, the product can be effectively marketed and distributed through digital platforms like TikTok, YouTube, Facebook, and Instagram. Additionally, the lamp can serve as an appealing gift option, offering customers more variety when selecting presents for friends and family. Its environmentally friendly design, which avoids emitting toxic gases and saves electricity, further enhances its appeal.

In terms of challenges, factors such as the global economic situation and strict compliance with Finnish regulations and standards are major hurdles to importing the product. Furthermore, as the product gains market traction, the risk of counterfeit goods emerging becomes a significant challenge that needs to be addressed proactively.

#### **5.1.6 Customers Analysis**

Finnish interior design emphasizes simplicity, functionality, and a profound connection to nature — a philosophy that aligns with the heritage and aesthetic appeal of Bat Trang ceramics. Incorporating heirloom pieces and hand-crafted decor, these lamps resonate with Finnish values of tradition and authenticity. Recycled treasures, from flea markets or online stores, are highly valued for their history and practicality. Neutral palettes with earthy tones dominate, occasionally accented with soft, brighter hues. Natural materials such as stone, linen, wool, and

light-colored woods like birch and ash are commonly used in furnishings. Minimalism is key, with a focus on clean lines and uncluttered spaces. Finnish homes also maximize natural light, especially during the long, dark winters, often opting for large windows and light curtains to keep spaces bright and open. (Slack, 2021). This clearly reflects the design and functional characteristics of electric ceramic oil lamps, making them perfectly suited to the preferences of customers in Finland.

### 5.1.7 Competitors Analysis

**Klong Patina Oil Lamp:** The Klong Patina Oil Lamp is a Swedish-designed lamp that merges modern aesthetics with traditional oil lamp functionality. Crafted from high-quality materials like brass and glass, it serves as both a stylish decorative object and a source of warm, ambient light. Its design emphasizes simplicity and elegance, appealing to consumers who appreciate Scandinavian minimalism. This lamp is priced around €200 and is available at retailers like the Finnish Design Shop, which specializes in premium Nordic design products.

The Klong Patina lamp focuses on clean lines and high-end materials, reflecting Nordic design principles. This could resonate well with Finnish customers who value understated elegance in home decor. This product is sold through the Finnish Design Shop, a prominent retailer of Scandinavian designs, the lamp targets affluent consumers and design enthusiasts.

**Wolfard Oil Lamp:** is an elegant product originating from the United States. Its design was created by Jon Wolfard in 1972. The lamp's glass structure is hand-blown using techniques derived from chemistry labware, embodying simplicity and elegance. It is targeted at high-end buyers seeking functional art or statement pieces for their homes. The lamp uses liquid paraffin or lamp oil, providing a warm glow for ambient lighting. It emphasizes manual craftsmanship and timeless appeal. Competing in the luxury segment, it stands out for its handcrafted nature

and artistic focus. The Wolfard Oil Lamp is available in various sizes and is marketed as both a decorative item and a collector's piece. Its price is approximately 180 euros in stores like the Finnish Design Shop.

Many artisans on Etsy offer Scandinavian ceramic oil lamps. These handmade creations serve both decorative and functional lighting purposes. These products are sourced from China and other countries. Prices vary depending on the artisan and design but usually range from 50 to 150 euros, positioning them as competitors to consider when entering the Finnish market for electric ceramic oil lamps. While these lamps are not yet available in major supermarkets, they still present considerable competition due to their appeal to niche markets and individual buyers.

**Table 1.** Product Benefits vs. Competitors.

| Feature        | Bat Trang Lamps                 | Klong Patina          | Wolfard Oil Lamps     |
|----------------|---------------------------------|-----------------------|-----------------------|
| Material       | Ceramic (eco-friendly, durable) | Brass and glass       | Hand-blown glass      |
| Design         | Hand-painted, customizable      | Minimalist Nordic     | Timeless glass design |
| Functionality  | Electric, safe, aromatherapy    | Oil-based, decorative | Oil-based, decorative |
| Sustainability | Energy-efficient, low emissions | Not highlighted       | Not highlighted       |
| Pricing        | Premium, diverse price tiers    | High-end (~€200)      | High-end (~€180)      |

## 5.2 Product Segment, Targeting and positioning

To define the segmentation for Bat Trang electric ceramic oil lamps, we need to consider the below factors.

The first segmentation is based on the demographic profile of Finland. Electric ceramic oil lamps are artisanal products, so they will target customers aged 30–55 who have high incomes and the ability to invest in artistic home decor. This includes professionals such as managers, architects, designers, or owners of boutique stores, cafes, and yoga studios who want to decorate their spaces, as well as

individuals who use the lamps for aromatic therapeutic purposes, including people sensitive to asthma triggers.

The second segmentation focuses on customers purchasing the product as a gift for special occasions, such as Christmas in winter, when the lamps evoke a cozy feeling. Additionally, the product appeals to gift shoppers seeking unique items for loved ones or business partners.

The third segmentation is geographic, targeting urban customers in large cities like Helsinki, Tampere, and Turku. These areas have a higher concentration of people who appreciate imported handcrafted products, as well as the number of tourists and expats in Finland.

Finally, based on Hofstede's cultural analysis, this segmentation targets customers who value sustainability, simplicity, eco-friendliness, and prioritize personal satisfaction, because the product is made from fired ceramics, which are highly durable and non-polluting.

As we can see that the biggest competitors of Bat Trang electric ceramic oil lamps are currently Klong Patina Oil Lamp and Wolfard Oil Lamp. To stand out from these competitors and establish a presence in the Finnish market, Bat Trang electric ceramic oil lamps need to offer unique advantages that no other competitors provide. In this case, the key advantage is the lamps being made of ceramic, which is sturdy, thick, highly durable, and manufactured according to Finnish standards and Nordic safety standards. Additionally, the lamps use small energy-saving bulbs, whereas the products of Klong Patina Oil Lamp and Wolfard Oil Lamp are made of glass. Moreover, Bat Trang electric ceramic oil lamps' target customers are middle-class and above, so the company will position itself as a seller of high-end products with distinctive designs.



**Figure 16:** Product's STP

### 5.3 Marketing Mix

**Product:** is an item or service which is designed to satisfy customer needs and wants to help businesses to identify what differentiates it from competing products or services (Kenton, 2024).

As introduced in the product section in section 3.2, Bat Trang electric ceramic oil lamps are lamps handcrafted from ceramic, with elegant, simple designs, suitable for different interior styles, especially Nordic style. Products can be designed according to holiday themes or dedicated to occasions (e.g. Christmas, weddings, company events depending on the specific requirements of customers).

**Price:** is about distributed in the right place at the right time. When determining areas of distribution, it's important to consider the type of product sold and of product are readily available in many stores (Kenton, 2024). As a new product on the market, it is essential that it is displayed in a way that attracts customers' attention. Currently, the most effective method is through online stores, which allow electric ceramic oil lamps to be delivered throughout Finland. With increasingly

advanced science and technology, designers and programmers can create vivid advertising videos and appealing sounds for customers on social platforms, particularly online sales sites such as Finnish Design Shop, to attract middle-class customers.

At the same time, the product will also be displayed in high-end shopping centers such as Stockmann, Kamppi, Forum, Itis, Ratina, Hansa, and Skanssi. In addition, the company will collaborate with local furniture suppliers to showcase the product. Moreover, the product can be displayed at a kiosk in Kauppahalli to attract older customers who are interested in preserving culture and exploring new products.

This element reflects what consumers are willing to pay for a product or service. It is important to consider costs related the product such as research and development, manufacturing, marketing, and distribution. Pricing based primarily on consumers' perceived quality or value is known as value-based pricing (Kenton, 2024).

First, the price of the lamps must be determined based on production costs, warehousing, storage, and transportation. Additionally, the value the lamp carries such as its quality, durability, and aesthetic will be added. Therefore, it will be priced higher than similar products, especially glass lamps. Consumers who view the product's long-term value as an investment, aligning well with local culture.

The electric ceramic oil lamps are positioned as high-end luxury products, targeting middle-class and affluent consumers who value high-quality home decor. Therefore, the price must be set high to leverage the psychological effect that a higher price suggests superior quality, exclusivity, and higher status. At the same time, the product's inherent value justifies the additional investment, attracting wealthier customers who are willing to pay more for a product that reflects their lifestyle or preferences.

To cater to a broader range of customers with different budgets and preferences, the pricing structure has been diversified. This approach appeals to value-conscious buyers and those seeking premium options.

**Promotion:** are activities that include advertising, sales promotion, personal selling, and public relations. A key consideration is the budget assigned to the marketing mix. It is important for businesses to use different forms of promotion and communication channels to find the best way to reach customers and make sales (Kenton, 2024). To implement the promotion strategy for the electric ceramic oil lamp product, the following methods will be applied. Word of Mouth will focus on creating a positive customer experience, encouraging customers to naturally share the product with friends and acquaintances. This will be complemented by incentive programs or small gifts for customers who introduce the product to others. The second method is Direct Marketing, which will focus on social media and email channels. The website will be developed as the primary information channel, presenting details about the product, the production process, and customer reviews, thereby increasing trust and facilitating easy online shopping.

Additionally, Seasonal Promotions will be implemented during major holidays, such as Christmas, with special offers or limited-edition products to attract gift buyers. Meanwhile, Sales Promotions will focus on short-term discount programs to stimulate demand, such as discounts for bundled purchases or free essential oils with the lamp. Finally, Public Relations will emphasize the business's environmentally friendly image by participating in community events, art fairs, and environmental protection campaigns, thereby enhancing its reputation and brand value in the eyes of customers.

#### **5.4 Marketing strategy**

The first marketing strategy for Bat Trang electric ceramic lamps is localization to make the product familiar to customers in Finland. This involves designing the lamps in neutral colors like white and gray, with an elegant style that blends well

with the local lifestyle. Additionally, the product must meet Finnish environmental and quality standards, such as using natural materials, environmentally friendly production processes, and sustainable practices. Additionally, a distribution strategy should involve the following: retail stores specializing in handmade products, high-end furniture stores, and popular e-commerce platforms in Finland. Partnering with reputable local retailers or distribution partners will help increase product visibility and credibility.

A content marketing and social media strategy is also key. Given Finland's strong technology background, platforms like Instagram, Facebook, YouTube, LinkedIn, and Pinterest can showcase the lamps' visual appeal within Nordic interiors. Promotional campaigns should focus on themes such as "Warm Winter Light" and "Global Art Meets Nordic Life" to inspire customers to integrate the lamps into Scandinavian design while combining global artistry with local sensibilities.

To further establish a strong presence, participating in Finnish trade fairs like Habitat is essential, where Bat Trang can set up booths and offer live artisan demonstrations. Pop-up stores in cities such as Helsinki, Tampere, and Turku during key shopping seasons will allow consumers to experience the craftsmanship firsthand. Cultural workshops where attendees can paint their own pottery inspired by Bat Trang designs will foster deeper engagement. Collaborating with Finnish designers for limited edition collections and partnering with eco-friendly retailers will help connect the product with the local target audience and build a long-term presence in the market.

## **5.5 Marketing Plan**

To make a comprehensive marketing plan, we need to summarize all the above analysis to see the most accurate plan. That is:

**STP:** The new product strategy segmentation into the market will target two main targets, which are high-end products for home décor and gift giving. Consumers

aged 30–55 who have high incomes from first-tier cities, mainly upper middle class and above. Therefore, Bat Trang electric ceramic oil lamps position itself as a decorative lighting product distribution system in Finland with the strength of ceramic production, artisan design and non-polluting.

**Marketing Mix:** A new product introduced to the Finnish market is handmade ceramic lamps with a simple yet elegant design, suitable for many different interior styles, especially Nordic design. These lamps can be used for home decoration, lighting, keeping warm, and using essential oils. They are also suitable for specific occasions, such as Christmas or weddings, or in spaces like offices, yoga studios, and relaxation areas.

The pricing strategy will position the lamps at a higher price point compared to similar products, emphasizing their superior quality, durability, and distinctive design. This premium pricing method leverages the psychological effect that higher prices suggest exclusivity and high status. At the same time, the manufacturer offers different price points to cater to a wider range of customers, with basic models as well as premium variants for those who wish to invest in higher-end designs.

The main sales channels will include online platforms, such as the Finnish Design Shop and other e-commerce sites that cater to middle-class consumers. The lamps will be available in high-end shopping malls (e.g., Stockmann, Kamppi, Forum) through collaborations with local furniture suppliers. Additionally, kiosks in cultural spaces such as Kauppahalli will attract customers interested in preserving traditional craftsmanship.

**Marketing Strategy:**

The main strategies will involve creating a positive customer experience, encouraging natural word-of-mouth advertising. Incentives, such as small gifts for customer referrals, will further enhance this effect.

At the same time, digital marketing through social media (Instagram, Facebook, YouTube) and email campaigns will emphasize the design, craftsmanship, and environmentally sustainable features to enhance their appeal. A robust website will serve as an information hub for customers to easily evaluate and shop online.

The company will also organize and execute seasonal promotions, such as special offers during major holidays like Christmas, to encourage purchases with exclusive holiday designs or limited-edition lamps. Combined with short-term discounts or bundle promotions, such as free essential oils with the purchase of lamps, these efforts will stimulate demand.

More importantly, the company will engage in public relations activities that emphasize its commitment to sustainability and craftsmanship. This includes participation in local art fairs, environmental campaigns, and partnerships with eco-friendly initiatives.

## **5.6 Branding and Storytelling**

According to Kotler, consumers perceive the brand as an essential component of the product, and branding can significantly enhance the product's value. Branding has become a central element in product strategy. On one hand, developing a branded product requires substantial long-term marketing investments, particularly in advertising, promotion, and packaging. On the other hand, most manufacturers eventually recognize that the power resides with the companies that control the brand name. (Kotler, Armstrong, Saunders, Wong, 1999, p.570).

To develop a strong brand identity for the electric ceramic oil lamps, it is essential to focus on the product's key features, which contribute to its perceived value. Given the product's high-end positioning, it is crucial that emphasis is placed on the durable ceramic material, unique design elements, and the cultural heritage associated with the product. Additionally, when designing the logo and packaging, the logo should incorporate traditional symbolic imagery of the pottery village,

such as kilns, clay, or ancient patterns. The packaging must use high-quality materials, such as environmentally friendly recycled paper, and convey a message about the Bat Trang story and the value of craftsmanship. Furthermore, the design style should be minimalistic and luxurious, aligning with the aesthetic preferences of the Nordic market.

Also build the brand through storytelling because it creates an emotional connection between the company, the product, and the customers. Effective storytelling increases the bond between the brand and the target audience, which helps drive conversions and ultimately increase sales. Furthermore, focusing on storytelling can help build trust and loyalty by humanizing the brand. Stories convey and connect each stage of the buyer's journey and connect every touchpoint, helping to reinforce the story (Hatta, 2022).

For electric ceramic oil lamps, marketers need to create a story by leveraging the traditional value of the product, rooted in the heritage of Bat Trang pottery village, with over 700 years of history. This approach aims to evoke a sense of sustainability, tradition, and exquisite craftsmanship. In addition, it is essential to highlight that the product represents the crystallization of Vietnamese handicrafts combined with modern technology, bringing the light and story of the pottery village to the world.

Moreover, it is crucial to emphasize that each lamp can be considered a functional piece of art, reflecting the craftsmanship and cultural identity of its origin, aligning with traditional Finnish customs. Additionally, marketers should underscore the unique value of lamps made from Bat Trang ceramic, highlighting their durability, environmental friendliness, energy-saving bulbs, and compliance with international safety standards. These qualities set them apart from oil lamps made of ordinary glass.

## 5.7 Sustainability and Ethical Considerations

The final matter that will be addressed in this thesis to contribute to the marketing plan is sustainability and ethical considerations. Bringing Bat Trang's electric ceramic oil lamps to Finland involves not only commercial considerations but also crucial sustainability and ethical supply chain issues. The main raw material is natural clay mined from the Red River, which is rich in minerals and containing various chemical components such as oxide minerals, silicon hydroxides, and a relatively high amount of water. This type of clay is processed and refined to remove impurities, ensuring the health and safety of users (Bui, 2024).

To make the product an environmentally friendly choice, especially when the production process is optimized to reduce energy consumption and carbon emissions, 90% of households in Bat Trang have switched to using liquefied gas ceramic kilns, which significantly reduce waste compared to coal kilns and limit pollution in the surrounding environment. With the determination of the government and local residents, Bat Trang ceramic village has transformed into a modern, clean production hub. Enterprises and households adopting clean production technology have encouraged other businesses and production households in the village to follow. Investing in new technology not only reduces energy consumption and environmental pollution but also creates jobs for approximately 4,000 workers. Modern technology has improved the quality of each firing batch, achieving success rates of 80-90%, compared to only 60-70% with traditional kilns in the past. Additionally, the firing time for ceramics using new technology is significantly reduced (Hung, 2022).

Moreover, exporting these products contributes to the preservation and promotion of traditional culture. This promotes Bat Trang's development while increasing international awareness of Vietnamese handicrafts. Therefore, with these factors, Bat Trang ceramic oil lamps are not just products; they represent a blend of commercial viability, cultural heritage, and social responsibility.

## 6 CONCLUSION

With the aim of introducing traditional products from Vietnamese craft villages to Europe and creating opportunities for Vietnam's ceramic handicraft industry to expand globally, this research develops a comprehensive marketing plan for importing electric ceramic oil lamps from Bat Trang, Vietnam, into Finland. This thesis combines theoretical frameworks with empirical analysis to devise a strategic approach for successfully entering the Finnish market with this unique product.

The research results demonstrate that electric ceramic oil lamps from Bat Trang, Vietnam, are products that align well with the culture, preferences, and needs of Finnish consumers, especially those who value environmentally friendly products, unique designs, and items with traditional cultural values. This underscores that Vietnamese handicraft products not only possess aesthetic appeal but also have the capacity to meet international standards of quality and sustainability.

Moreover, the research shows that Finland is as a promising market for traditional handicraft products, not only from Vietnam but also from other countries. Finns tend to appreciate the sophistication and uniqueness of handmade products while prioritizing items produced responsibly, with consideration for the environment and the community. This presents a great opportunity for Vietnamese handicrafts to gain deeper access to international markets and establish a global brand presence.

Additionally, the thesis proposes a detailed and feasible marketing plan for Bat Trang electric ceramic oil lamps, emphasizing sustainability, unique design, and cultural value. With a well- implemented marketing strategy and a commitment to quality, this product has the potential not only to succeed in the Finnish market but also to foster cultural exchange, support sustainable economic development, and promote friendly relations between Vietnam and Finland. This research demonstrates that combining traditional cultural values with modern marketing

strategies is the right path for Vietnamese handicrafts to conquer international markets.

However, within the scope of this thesis, certain aspects require further study to complete the overall business strategy, which should be explored in future research. Specifically, logistics issues, including supply chain management, international transportation, and inventory handling, were not the focus of this study and have therefore not been examined in detail. Similarly, financial aspects such as cost analysis, pricing strategies, cash flow forecasting, and financing plans to ensure the project's financial sustainability would need to be addressed more comprehensively. These elements are acknowledged as significant factors that influence the feasibility and long-term success of the project and could be explored in future studies.

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