

International market expansion of “Jintan Nude” in Thailand

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Abstract:

Subject area

International marketing, new product development, international business expansion, small business management.

Study level/applicability

This case is intended for senior undergraduate or graduate MBA students taking a course in international business, international marketing, or small business management.

Case overview

Thai Jintan Company Limited (Thai Jintan) is a medium-sized importer, distributor, and marketer of premium confectionery and health care products in Thailand with the exclusive distribution arrangements of Morishita Jintan Company Limited (Morishita), one of Japan's oldest companies and a leader in the Japanese probiotic and confectionery industry. The case takes place in August 2009, approximately 18 months after Thai Jintan implemented its market launch of Morishita's technologically advanced breath and belly mint under the brand name of Jintan Nude. With a limited promotional budget of 8 million baht (€161,128) coupled with Thailand's regulatory environment for the marketing of food and drugs, Thai Jintan, a newcomer to the breath mint market, was faced with having to devise a resourceful marketing and promotional campaign. Thai Jintan management was confronted with assessing its past marketing plan and deciding on what to do to achieve its ambitious goal of capturing a 20 percent market share of the growing mint/menthol candy confectionery segment in Thailand.