

## ABSTRACT

This paper analyzes the overall market condition, customer preferences, as well as competition in the industry with the aim to determine the business channel with the highest potential for the wildlife camera company WildcameraXL, in its journey of expanding through Europe, mainly the UK and France. Essentially, the company was faced with the option of either B2B, B2C, or both in entering both markets due to the limited resources that the company currently has and the owner wanted the operation to be as efficient as possible, thus researching the most potential business channels is necessary.

In researching this particular topic, the researcher gathered numerous data from articles, government websites, other journals, and other convincing and reliable sources. In addition to the desk research, primary data collection method such as distributing questionnaires to relevant respondents and interviewing the owner of the company were also conducted. The result of the research indicated a contrast difference between the UK and France market both in customer preferences and the market conditions, that resulted in two different recommendations for both countries. Moreover, it was also found that improving digital presence would help the company greatly in its marketing strategy, both in B2B and B2C, thus a recommendation related to this was also formulated. It is hoped that the suggestions made in this research would give essential insights for the company, especially in its effort in expanding.

*Keywords: B2B, B2C, customer preference, marketing strategy, market conditions*