

ABSTRACT

This thesis analyzes the strategic market entry and marketing communication of IQPack Robotics into the German B2B machining manufacturer sector, with a focus on the aerosol industry. The research identifies direct export as the most effective market entry strategy using a comprehensive methodology, including DESTEP analysis, SWOT analysis, competitor analysis, and the STP framework. Complemented by an online marketing strategy, this approach leverages Germany's high internet penetration and its position as a leader in aerosol production. The findings provide a detailed roadmap to capitalize on market opportunities while addressing regulatory, logistical, and competitive challenges. This study highlights the importance of aligning internal capabilities with external market conditions to ensure sustainable growth and a competitive edge in international markets.

Keywords: Sustainable, Innovative, Comprehensive