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**NATURAL AND ECO-FRIENDLY DRUG MARKETING
PLAN FOR HUMAN WELL-BEING AND THE
CONSERVATION OF THE PLANET
(FANA-EC)**

Trabajo de fin de grado realizado por

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*Para un futuro en el que PhESA Labs
esté más cerca que lejos,
y en el que todos nuestros sueños,
se hagan realidad.*

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1. INTRODUCTION

1.1. Contextualization of the theme

1.1.1. *Why have I chosen this topic?*

The choice for my Final Degree Project of a marketing plan for a natural and eco-friendly drug, is due to a series of reasons that perfectly reflect my personal interests in the world of marketing as well as future projections focused on the world of the pharmaceutical industry. Below, I detail the main reasons that justify this choice:

-Relevance and Market Trends: Currently there is a great demand for natural and sustainable products that is expanding globally. Consumers are increasingly concerned about their health and the environmental impact of the products they consume.

We can easily verify that this trend of concern is reflected in the market due to the growth of natural and eco-friendly products, including food, packaging and pharmaceuticals, among others.

Completing my TFG in this field allows me to explore my area of specialization in a field with great potential for growth and relevance soon.

-Innovation in the Pharmaceutical Industry: The pharmaceutical industry is undergoing a major innovative transformation, not only in new medicines but also in the way they are produced and marketed.

Today, natural and ecological medicines represent the convergence of these innovations in their effort to provide treatment alternatives that are not only effective but also sustainable.

This innovative approach is fascinating and provides fertile ground for research and development of creative and effective marketing strategies.

-Positive Impact on Health and the Environment: Choosing a topic that combines business, health and sustainability allows me to contribute to important causes such

as the promotion of safer and more natural treatments, as well as the protection of the environment.

Natural drugs usually have fewer side effects, fewer chemicals and eco-friendly production processes, which help reduce environmental impact. Through this TFG, I can research and promote solutions that benefit both people and the planet.

-Intellectual and Academic Challenge: Developing a marketing plan for natural and environmentally friendly medicines involves addressing complex challenges such as consumer education, differentiation in a competitive market, and compliance with strict regulations.

This project will allow me to apply and expand my knowledge in marketing, business management, health sciences and sustainability, providing a comprehensive and rigorous learning experience.

-Personal and Professional Relevance: I have a great personal interest in the world of marketing and communication. At the same time, the project that I will present and develop throughout this document makes me excited, since it is something that I have been working on with other colleagues for months.

The fact of being able to combine natural medicine and sustainability with the field in which I want to specialize, fills me with motivation to continue working.

This TFG offers me the opportunity to delve deeper into areas that I am passionate about and that I consider crucial for the development of innovative and responsible health solutions, as well as my future, since I will be able to acquire experience and training in the marketing of natural and sustainable products, which can be very helpful for future opportunities.

1.1.2. How did the idea come about?

The idea started in June 2022, when the promoter of the idea, a biology student at the Complutense University of Madrid, was looking for an anaesthetic with low production costs to alleviate his mother's medical condition.

After a time of searching and experimenting in his home kitchen, he obtained a cream made with ingredients of natural and organic origin, whose base was cloves

(*syzygium aromaticum*). Whose main component is eugenol, known for its great anaesthetic and analgesic properties. (Clavo,: MedlinePlus Suplementos, s. f.)

But we wanted to go further and offer a complete therapy, we not only wanted to use the main component, therefore, we also used flavonoids, great antioxidants. But... Why did we want to use them? Because we do not just seek to offer another pharmaceutical product to the industry, we seek to improve the quality of life of the consumer of our product.

Because of this, we began to investigate in greater depth and discovered that there was a platform within the Complutense University called "Preincubadora Bio", it is the space for entrepreneurship initiatives in the form of ideas and projects by Bachelor's, master's and graduate students, course prior to the call for projects that is called annually. Where its objectives were to promote entrepreneurship and enhance entrepreneurial initiatives, advice to entrepreneurs who are in the pre-incubator and training, framed in the Compluemprende programs. (Preincubadora de Empresas de la Facultad de Ciencias Biológicas, s. f.-b)

That motivated us to present our candidacy, formulated in a more formal and elaborate way, and something that had emerged as a simple casual idea ended up becoming the "*Best Entrepreneurial Idea Award*." (Preincubadora de Empresas de la Facultad de Ciencias Biológicas, s. f.)

At that moment we were filled with hope and enthusiasm, we started giving conferences, experimenting in laboratories, designing how we really wanted our product to be, to sketch packaging, we even invented a name and designed a logo for which we hope, our future company.

But we must remember that science is hard, a long and strict process that the slightest mistake can make you make a mistake and throw all your work overboard. At the same time, many health regulations, concepts, tests, etc. must be followed. All of this means that there are times when hope and motivation are lost. And we must remember that this process began less than two years ago, and that every day we are a little closer to achieving it.

I'm not going to lie, it took me a lot to realize that I really did have a role in the project, I just limited myself to think that I only knew about science what I had learned up to high school, which as soon as I started my degree, everything was forgotten.

But then doubts began to arise: and what type of audience would this product be aimed at? What similar products exist? What demands does the market have with respect to health products? etc.

And that's when it occurred to me: -"wait a second, but I'm being asked these kind of questions in class."- It was at that moment when I realized that for someone who has studied in this field "*communication or business*" were obvious, while for those in the science field they were things that had not even crossed their minds.

I found my role within the project, and in a way, that also made me consider for the first time what I would like to dedicate myself to in the future. And it was from that day, that I was clear about the topic of my final degree project, which is the one you are reading now.

1.2. Objectives of the work

-Create awareness: inform the public about the existence of a new natural and eco-friendly drug, highlighting the health benefits it can generate as well as the commitment to the environment.

-Generate interest: currently there are a wide variety of drugs, because of this it is very difficult to capture the attention of the public, making it a challenge to awaken the interest of the target audience. Therefore, it is essential to highlight the distinctive characteristics compared to conventional pharmaceutical products.

-Establish positioning: it is essential to position the drug as an effective and responsible option for the treatment of certain health conditions, in this case specifically an analgesic for muscle pain, differentiating it from traditional pharmaceutical products.

-Build credibility: one fundamental factor is to establish credibility, the functionality of the drug and the brand behind it, highlighting scientific research, clinical tests, and quality standards that support its effectiveness and safety for the public.

-Generate anticipated demand: creating anticipation and positive expectations among consumers and health professionals before the launch of the drug is essential, since it will generate a solid initial demand that will make the product already known and partly there is a possibility that it will be claimed by the public.

-Market education: raise public awareness about the proper use of the drug, its natural ingredients and composition, its mode of action and application and its possible side effects, promoting its acceptance and adoption, also generating transparency that conveys security.

-Establish strategic alliances: identifying and establishing collaborations with distributors, health professionals, pharmacies, and other key players in the industry to maximize the visibility and acceptance of the drug.

-Maximize sustainability: since it is an eco-friendly drug, it is essential to highlight these aspects of the drug and its production process, highlighting its contribution to the preservation of the environment, the use of ingredients of natural origin and attracting environmentally conscious consumers. environmental impact.

-Achieve favorable media coverage: another of our objectives is to generate media interest and obtain positive coverage about the drug and its natural and sustainable approach, increasing its visibility and credibility.

-Establish success metrics: defining key performance indicators (KPIs) to evaluate the success of the marketing plan, as well as surveys and participation in social networks, among others.

1.3. Justification of the product choice

-Therapeutic properties of cloves: Clove (*clove*) is a spice known for its powerful medicinal properties. Its main active ingredient, eugenol, has been widely studied for its analgesic, anti-inflammatory, antibacterial and antioxidant effects. These

therapeutic properties make cloves a good base for developing effective natural medicines. (Cebrián, 2023)

-Market trends for natural and sustainable products: Global demand for natural and sustainable products continues to grow, driven by consumers' growing environmental and health awareness. Natural medicines are gaining popularity because they are considered safer and have fewer side effects than synthetic drugs. (Actual, 2022)

-Support from the scientific and medical communities: The scientific and medical communities are increasingly recognizing the benefits of natural products. Clove has been the subject of numerous clinical studies validating its effectiveness in treating various health conditions and promoting its acceptance by healthcare professionals. (Cebrián, 2023)

In summary, the decision to develop a marketing plan for natural and environmentally friendly clove-based medicines is based on its therapeutic efficacy, the growing demand for natural products, the positive impact on environmental sustainability and the support of the scientific and medical community. It's great commercial potential. These reasons make this choice not only relevant and timely, but also strategic from a business and public health perspective.

2. INTERNAL ANALYSIS

2.1. Mission, vision, values and objectives

2.1.1. Mission

To provide effective and sustainable medical solutions by developing natural clove-based medicines that promote patient health and protect the environment. We strive to use high-quality natural ingredients and environmentally friendly manufacturing methods to improve the quality of life of our customers and positively contribute to the health of our planet.

2.1.2. Vision

To be a leader in the natural and sustainable pharmaceutical market, recognized for our commitment to innovation, therapeutic effectiveness and environmental sustainability. Our goal is to transform the pharmaceutical industry by providing safe,

natural and environmentally friendly alternatives and setting new standards in healthcare and environmental protection.

2.1.3. Values

-Sustainability: We are dedicated to implementing production and distribution practices that minimize our impact on the environment and promote the conservation of natural resources.

-Innovation: We drive continuous research and development to offer advanced nature-based health products that reduce the amount of chemicals.

-Quality: We guarantee the highest quality of our products using carefully selected natural ingredients and controlled processes, to guarantee their effectiveness and safety.

-Transparency: We maintain open and honest communication with our customers, suppliers and communities to ensure clarity about our processes and products.

-Health Commitment: Improve the health and well-being of our clients through natural and safe therapeutic products.

-Social Responsibility: Promote ethical and sustainable business practices that benefit communities and the environment.

2.1.4. Objectives

-Product Development: Research and development of clove-based medicines that are clinically effective, safe and backed by rigorous scientific research.

-Certification and Compliance: We obtain all necessary certifications and comply with international regulations to ensure the quality and safety of our products.

-Markets and Distribution: Build efficient and sustainable distribution networks that allow access to medicines globally.

-Maintain everything in an ecological and green line: where at least 97% of the composition of our galenic formula is of natural origin.

-Consumer Education: Implement educational programs to inform consumers about the benefits of cloves and the importance of natural and sustainable products.

-Reduce our environmental impact: We use environmentally friendly production and packaging methods to minimize our impact on the environment, including the use of recyclable materials and sustainable production processes.

-Continuous Research: Continuous focus on research to improve and expand product lines based on natural and sustainable ingredients.

-Corporate Social Responsibility: Develop social responsibility initiatives that support environmental protection and contribute to the well-being of local communities.

2.2. Description of the product

FANA-EC is an innovative and environmentally friendly product in the development stage, made with eugenol, an active compound obtained from cloves, a plant famous for its medicinal properties.

The purpose of FANA-EC is to cover the growing demand in the health sector for natural options, providing a safe, effective product in accordance with the principles of respect for the environment.

FANA-EC, designed to function as a localized anesthetic and analgesic, focuses on those seeking concrete pain relief alternatives, reducing the common adverse effects of artificial anesthetics. With a composition based on plant components, the product seeks to reduce its impact on the environment, becoming an environmentally friendly and ecological alternative. FANA-EC, which is still in the development phase, also focuses on satisfying the requirements required to achieve environmental certification.

This certification, granted to products that include at least 97% natural and sustainable ingredients, will enable FANA-EC to comply with the highest ecological standards on the market and provide consumers with an alternative that demonstrates a commitment to both their well-being and the environment.

Once introduced to the market, FANA-EC aims to establish itself as a reliable and responsible option in the natural health sector.

2.3. Principal characteristics of the product

-Natural and Sustainable Components: FANA-EC is a product in the development stage whose purpose is to develop a predominantly natural formula, incorporating components such as eugenol, from cloves, famous for its medicinal characteristics, and vegetable glycerine.

These elements, in combination with other natural excipients, will provide FANA-EC with an ecological and healthy product profile, eliminating the need for artificial additives and ensuring a reduced environmental impact.

-Organic and Vegetable: Although FANA-EC has not yet been manufactured, the product aims to obtain the ecological quality seal. This will ensure that at least 97% of its components are of natural and sustainable origin, which not only guarantees its compliance with environmentally friendly ecological regulations, but also transforms it into a product suitable for consumers looking for natural alternatives and ethics.

The accreditation will also enable FANA-EC to establish itself in the market as a respectful solution for both human health and the natural environment.

-Therapy Action: FANA-EC is designed to provide several therapeutic advantages, making it the perfect treatment for those who want a complete and natural treatment:

- **Localization of Anaesthetic:** FANA-EC has anaesthetic characteristics that will facilitate the mitigation of pain in specific areas, offering a local action that does not affect the rest of the body, perfect for the treatment of specific discomforts.
- **Natural Analgesic:** Thanks to its formulation with eugenol, FANA-EC will provide effective pain relief, providing a natural option that will reduce the need for synthetic analgesics.
- **Antioxidant:** Eugenol, in addition to its antioxidant characteristics, helps fight against cellular deterioration and promotes the user's general health and well-being, by protecting the body from premature aging and oxidative stress.

-Vegetable and Organic: The FANA-EC formulation will be based solely on plant components, which will make it a product completely free of animal substances and with a production focused on sustainability.

By renouncing animal derivatives and choosing processes and elements with reduced environmental impact, FANA-EC aims to establish itself as a product that not only protects health, but also respects and safeguards the natural environment.

-Obligation towards the Conscious Consumer: FANA-EC meets the increasing demand for products that value both effectiveness and beneficial effect on the environment.

By combining natural medicinal characteristics with an ecological approach, FANA-EC can become a perfect choice for consumers who appreciate a responsible, healthy and sustainable alternative in the field of health and well-being.

2.3.1. Evaluation of main strategic positioning

-Premium Positioning: This product focuses on providing high quality and superior benefits derived from the use of natural and sustainable raw materials such as cloves.

Due to exclusivity and superior quality, the price is higher than traditional products. Therefore, consumers should be willing to pay more for products that offer additional benefits such as natural health and sustainability.

-Sustainable Positioning: Our products have a high commitment to sustainability, focusing on the use of natural ingredients and production practices that minimize environmental impact.

Ensuring transparency through clear communication about sustainable practices and corporate responsibility can attract environmentally conscious consumers who prefer products that support sustainability.

-Differentiation: Our medicines offer unique benefits and properties that differentiate them from other conventional medicines. Use of natural ingredients with recognized medicinal properties, such as: cloves provide additional health benefits.

We have the competitive advantage of satisfying specific market needs that cannot be covered by other products.

-Target market: The target group should be identified based on health-conscious consumers who prefer natural remedies and look for environmentally friendly alternatives.

The range ranges from young people concerned about the environment to older people interested in natural health products, mainly concerned with natural and environmentally friendly products to solve specific health problems in a natural and effective way.

Natural and environmentally friendly clove-based medicines can greatly benefit from positioning strategies that emphasize their exclusivity, sustainability, differentiation and relevance to the target market. These strategies not only attract consumers' attention, but also help strengthen your brand image and increase long-term customer loyalty.

2.3.2. Main characteristics according to the product level classification

Classifying products into different levels helps to understand the properties and benefits of each component of our drug, each level is explained in detail below:

-Core product: The main characteristics of our product are the main benefits, relief and treatment of specific conditions (inflammation, pain, infection, etc.). By using clove-based drugs.

- Key value: Provide effective and safe treatments using natural and sustainable ingredients.
- Primary consumer objective: Improve the overall health and well-being of users through a natural and environmentally friendly approach.

-Real product: The composition of the drug is based on clove extract, guaranteeing its purity and effectiveness. The product will be in physical form as an ointment/cream.

Contains product brands, names and logos that communicate the identity and environmental value of the product. Production standards that guarantee product consistency, safety and effectiveness. and packaging that protects and presents the product in an attractive and sustainable way.

-Supporting product: Additional services for the product, such as detailed instructions for use, an informative guide on the benefits and history of clove medical uses, and customer service.

-Augmented product: Includes satisfaction or money back guarantee to guarantee consumer confidence in the product. Fast and efficient shipping and distribution options through physical stores and e-commerce platforms.

Additional information about our sustainable practices, green certifications, commitment to corporate social responsibility, and seminars, workshops, and webinars that educate consumers about the benefits of cloves and the proper use of our products.

As you can see, the classification of our products into different levels shows that our natural and environmentally friendly clove-based medicines offer not only essential therapeutic benefits, but also their presentation, supplementation and potentiation. added value through our services. These additional layers of value help differentiate your product in the market, strengthen relationships with consumers, and foster both customer loyalty and positive brand perception. (Donahue, s. f.)

2.3.3. Product life cycle period

Basically, it consists of the process of managing a product from the beginning, including all the processes of fabrication, design, sales and the like. The process consists of five basic steps which can be divided into:

- Concept and design: Part of the concept, the essence of things is determined based on elements. For us it depends on the development of the first pharmacological program. All of this is done through market research, feasibility analysis, product development and design.

- Development: Develop detailed product designs along with the necessary tools. We will focus on preparing for construction and obtaining the necessary permits. This includes clinical trials, design optimization and preparation of regulatory submissions.

- Production and launching mass production and market launch: This requires creating product lines, product launches, and marketing campaigns.

- Service and support: After the launch of a new product, the next step is after-sales support. Including customer service, technical support, claims management and other services.

- Use: At the end of the life cycle of a medicine, its withdrawal from the market as well as its return or introduction must be monitored. This may require stopping production, recalling products from the market, and monitoring balances. (¿Qué Es la Gestión del Ciclo de Vida del Producto (PLM)? | SAP Insights, s. f.)

Since the drug is not yet on the market, it is in the development stage where clinical trials are being conducted and regulatory approval is obtained. This step is important to ensure that the product meets the safety and effectiveness standards required by health authorities.

As part of this process, we prepare for manufacturing and obtain regulatory approval through clinical studies, formulation optimization and regulatory documentation.

Strategies for planning and conducting clinical trials include publishing results in scientific journals and blogs and holding conferences to increase credibility and awareness, thereby verifying the safety and effectiveness of drugs.

It is also important to ensure that the product complies with all regulations and requirements of regulatory authorities (such as the European EMA). All of this is done by preparing and submitting the necessary documents to obtain regulatory approval. (Agencia Europea de Medicamentos (EMA) | Unión Europea, s. f.)

Finally, from a marketing perspective, it makes sense to launch a pre-launch campaign to build anticipation and increase product awareness. You can use testimonials from experts and medical professionals to build trust.

2.3.4. BCG Classification

BCG Matrix is a strategic analysis tool that evaluates a company's product position based on market share and market growth rate. Below we will show that we need to

perform BCG classification for our product, a natural and environmentally friendly clove-based medicine.

First, it is important to define the product and the market in which it is positioned (the pharmaceutical industry). It is essential to also examine the market share of your product compared to your largest competitors in the same market to determine the annual growth rate of the market in which your product competes.

Collecting this data allows you to define market share and growth rate. This helps categorize products within the BCG (Dogs, Cash Cows, Question Marks, Stars) matrix. In this case, our product is classified as Questions because it is new to the market, and we need to evaluate if it is worth investing in to gain market share or exit.

This BCG analysis provides a clear view of the strategic position of our products in the market. In the case of FANA-EC, their placement in the “Question Marks” quadrant suggests that additional strategic analysis is needed to determine future investments and marketing efforts. (Unir, 2023)

3. EXTERNAL ANALYSIS

3.1. Microenvironment analysis

3.1.1. Main Competitors

In this part, we can recognize the most prominent competitors in the sector of natural and environmentally friendly products for health and well-being. Some features to highlight:

-Direct competition: Other items or brands that also use natural components, such as essential oils, plant supplements and phototherapeutic products, particularly those that are also advertised as sustainable and ecological.

-Indirect competition: Conventional pharmaceutical products or artificial supplements that also seek to enhance human well-being, although not necessarily with natural components or an environmentally friendly strategy.

Examples of different brands that could act as competitors include:

- Himalaya Herbals: with “*Rumalaya*” which is a relaxation gel for muscles and joints that produces a sensation of cold and heat.

The gel contains wintergreen oil, famous for its analgesic characteristics. Boswellia extract helps to effectively reduce the symptoms of muscle and joint diseases. In addition, it includes ginger extract, which has an anti-inflammatory effect, and a combination of essential oils carefully mixed to generate a sensation of cold that alternates with a sensation of heat, which enhances its relaxing and calming effect. (Himalaya, 2024)

- Turmeric Supreme: a nutritional addition in capsule form made with turmeric extract, turmeric powder and high-potency black pepper. It assists in the cure of inflammation, promotes healthier joints, enhances brain health and helps maintain cholesterol levels in the green zone, among other aspects.

In addition, it has BioPerine, a patented black pepper extract that has been proven in clinical research to be an especially effective transporter of various essential nutrients. (Curcuma Proactive | Primal Harvest, n.d.)

- NOW Foods: MSM (*Methylsulfonylmethane*) is a sulfur compound, which is found naturally in small amounts in fruits, vegetables, grains, animal products and certain algae. Sulfur compounds are present in all body cells and are essential for existence.

MSM, in its role in the body's sulfur cycle, contributes to generating the chemical bonds required for the formation and maintenance of various types of structural tissues in the human body, including connective tissues, such as skin and articular cartilage. (IHerb | NOW Foods)

3.1.2. Suppliers and characteristics

GLOBAL RAW MATERIALS SUPPLIERS

Globally, the regions that produce the most cloves are those with tropical climates, such as Madagascar, Indonesia, Sri Lanka and India. These countries provide excellent quality cloves and generally use organic and sustainable growing methods, which is essential for a product that aligns with the environmentally friendly strategy we wish to implement.

-Madagascar: It is one of the largest global producers of cloves. In the region, many farmers practice organic agriculture and have international sustainability and equitable trade certifications, such as Fair Trade and Organic Agriculture. These suppliers generally operate under agroforestry systems, which are friendly to the natural environment. (Clavo, 2022)

-India: In areas such as Kerala and Tamil Nadu, cloves are grown following sustainable agricultural methods and often collaborate with small farmers who belong to cooperatives aimed at equitable trade. These suppliers have certifications such as USDA Organic and EU Organic. (Clavo Volumen Del Mercado | Mordor Intelligence, n.d.)

-Indonesia: Despite being primarily recognized as the largest exporter of cloves, numerous farms are progressing towards sustainable practices. Rainforest Alliance and UTZ accreditations are gaining relevance, ensuring that farming techniques safeguard both biodiversity and employee labor rights. (Clavo, 2022)

-Sri Lanka: Famous for its biodiversity and commitment to sustainable agriculture, Sri Lanka provides cloves grown organically on small plantations. Suppliers typically have Fairtrade and EcoCert certifications, and their manufacturing process minimizes the use of chemicals. (Clavo Volumen Del Mercado | Mordor Intelligence, n.d.)

SUPPLIER CHARACTERISTICS

The chosen suppliers must meet certain criteria to be in line with the product's sustainability and well-being values:

-Environmental certificates: It is necessary for suppliers to have certifications such as USDA Organic, EU Organic or EcoCert, which ensure that cloves are grown without the application of pesticides or artificial fertilizers, promoting regenerative agricultural practices that preserve the biodiversity of the land and the local ecosystems.

(Certificación Y Etiqueta De Agricultura Orgánica En La Unión Europea | Ecocert, n.d.)

-Fair trade: It is essential that suppliers participate in fair trade projects, such as Fairtrade or WFTO (World Fair Trade Organization). This ensures that farmers receive equitable remuneration for their work, as well as promoting a decent and sustainable work environment in the long term. (World Fair Trade Organization, 2024)

-Sustainability in production: It is the responsibility of suppliers to adopt sustainable agricultural practices, such as the implementation of agroforestry systems that combine the preservation of the environment and reduce deforestation. This cultivation method not only guarantees the conservation of biodiversity, but also has a reduced environmental impact compared to traditional monocultures. (Smart Agriculture - the Fight to Feed 10 Billion | Nokia, n.d.)

-Sustainable packaging: Not only the raw material is relevant, but also the materials used for packaging. It is essential that suppliers ensure that the cloves can be packaged with biodegradable or recyclable materials, in accordance with the ecological principles of your project. (RafCycle™ Recycling Services, n.d.)

In conclusion, considering all the previously mentioned information, selecting suppliers from nations such as Madagascar, India, Indonesia or Sri Lanka ensures access to excellent quality cloves that meet ecological and ethical standards. Additionally, by collaborating with suppliers that hold fair trade certifications and sustainable agriculture practices, we ensure a product that is consistent with the principles of human well-being and protection of the planet.

3.1.3. Intermediaries and characteristics

DISTRIBUTORS

Since our company seeks to manufacture a natural and environmentally friendly product, it is essential to choose distributors that have these same principles. In our strategy, wholesale and retail distributors specialized in natural products, pharmacies that provide environmentally friendly lines and establishments focused on well-being and natural health will be fundamental.

- Sustainable pharmacies: In a hypothetical situation, we could form alliances with pharmacies that already sell organic and natural products, such as Mifarma, Promofarma or Apoteca Verde, which focus on products of natural origin and are friendly to the environment.

These pharmacies tend to attract the attention of a public concerned about well-being and sustainability, which makes them an appropriate medium. (Acofar, 2023)

- Wholesalers specialized in natural products: In this situation, we could reach agreements with distributors such as Dietética y Nutrición SL or Dispronat, wholesalers that already have operations with natural and ecological products in areas such as nutrition and supplements.

These wholesalers not only have a deep understanding of the market, but they can also assist us in accessing pharmacies, herbalists, and stores specializing in natural products. (Venta De Los Productos - English Translation – Linguee, n.d.)

- Herbal and organic product stores: The medicine could also be marketed in establishments that are dedicated to the sale of organic, sustainable and natural products. Stores such as Herbolario Navarro or Planeta Huerto not only sell natural supplements, but also products aimed at people's well-being.

These stores generally have a specific audience that is highly committed to using products that do not harm the environment. (Organic, 2024)

ONLINE PLATFORMS

E-commerce will become an essential component of our company's distribution strategy. In a budget context, we could use both external platforms and create our own e-commerce to increase the visibility of the product and its availability to the public.

- Amazon and other marketing platforms: On a global scale, platforms like Amazon provide the benefit of high visibility and mass access to customers looking for natural and sustainable products.

The Amazon Green part focuses on natural and sustainable products, which would make it easier for us to synchronize our medicine with other products that have the same sustainability principles. (Orihuela, 2020)

- Specialized platforms: There are e-commerce stores that focus solely on natural products, such as iHerb, Naturitas or Vitacost. These platforms are aimed at a particular audience that is looking for natural and ecological products, which would represent an excellent strategy to reach favorable consumers. In addition, these platforms have solid distribution systems that reduce the effect on the environment, in line with the principles of our brand. (Naturitas, n.d.)
- E-commerce opportunity: Following our company's sustainability strategy, it would be optimal to create our own digital commerce platform. This would not only give us complete control over the customer experience, but also over distribution logistics, improving ecological impact and ensuring that our products are distributed efficiently and sustainably.

Establishing our own online store would provide us with the ability to define responsible shipping policies (such as the use of biodegradable packaging and low-carbon transportation alternatives) and personalize our relationship with customers. (Oliveira, 2022)

CHARACTERISTICS OF INTERMEDIARIES

To maintain consistency with the company's principles, it is essential that the chosen intermediaries agree with our mission of protecting human well-being and preserving the planet. This means collaborating with partners who not only distribute natural products, but also strive to reduce their effect on the environment. (Ferreiro, 2022)

- Sustainability in the distribution chain: It is essential that the chosen intermediaries demonstrate that they implement sustainable practices in their operations. This includes using recyclable and biodegradable materials in deliveries, improving logistics routes to reduce carbon emissions, and promoting local commerce where feasible.
- Transparency and ethics: It is essential that intermediaries operate under high levels of transparency, which includes the use of renewable energy, reducing

the waste of resources and implementing ethical labor practices. Our company's sustainability principles must permeate every phase of the supply chain.

- **Reduced environmental impact:** It is crucial that intermediaries collaborate with logistics networks that reduce their carbon footprint, whether by improving transportation routes, using electric or low-emission vehicles, or implementing distribution policies. more environmentally friendly last mile routes (such as bicycle deliveries or centralized collection points).

In conclusion, our distribution strategy will focus on establishing a network of intermediaries that not only increase the dissemination of natural medicine but are also in tune with the sustainability principles of our company. In a hypothetical situation, we will explore alliances with organic pharmacies, herbalists and wholesale distributors of natural products, while strengthening our presence on e-commerce platforms.

Additionally, our company will guarantee that all chosen intermediaries have the same commitment to sustainability, transparency and reducing the ecological impact at each stage of the distribution chain.

3.1.4. Substitute products

In this part, we examine products that could work as replacements for our natural medicine made from cloves (FANA-EC). The study includes both natural alternatives and artificial products on the market, which could be seen as feasible alternatives by consumers.

As the purpose of our medication is to provide anti-inflammatory, antioxidant and overall wellness benefits, it is crucial to discuss options that consumers could consider instead of our product.

NATURAL REPLACEMENTS

Natural supplements include other herbal remedies or medicinal plants that also provide beneficial wellness characteristics, like those of cloves. These replacements

are generally preferred by consumers looking for solutions that are gentler, less intrusive and more in line with a more enjoyable lifestyle. (Scholistico, 2023)

- Turmeric (*Curcuma longa*): Turmeric is widely recognized for its anti-inflammatory and antioxidant characteristics, largely due to its active component, curcumin. In traditional medicine it is used to treat joint pain, inflammatory conditions and digestive disorders.

The rising popularity of turmeric in natural products, nutritional supplements and in integrative medicine places it as a direct rival to our natural medicine. In addition, many consumers already link turmeric with health benefits, which could lead them to choose it as an option. (Watson, 2021)

- Ginger (*Zingiber officinale*): Another natural resource with recognized anti-inflammatory and antioxidant characteristics is ginger. Traditionally it is used to alleviate muscle pain, digestive disorders and nausea, in addition to boosting the immune system.

Similar to cloves, ginger is a spice studied for its impacts on inflammation and oxidative stress, making it a natural rival in the wellness products sector. (Shane-McWhorter, 2023)

- Cinnamon (*Verum Cinnamomum*): Cinnamon, better known as a spice, also has anti-inflammatory and antioxidant characteristics thanks to the existence of compounds such as polyphenols.

It is used in certain natural treatments to regulate blood glucose levels and enhance cognitive ability. It's easy to access and adaptability makes it a possible replacement for cloves in anti-inflammatory uses. (Tresb & Tresb, 2023)

- Eucalyptus essential oil (*Eucalyptus globulus*): Another relevant natural substitute is eucalyptus essential oil. This oil, like cloves, is used in natural medicine to relieve muscle pain, enhance circulation and fight infections.

Buyers looking for natural remedies to alleviate muscle or joint pain could choose products derived from eucalyptus instead of the FANA-EC medication.

(Aceite Esencial De Eucalipto - Alme Organic | Aceite Puro De Almendras. 100% Natural, 2024)

- Garlic (*Allium sativum*): Garlic stands out for its antibacterial and anti-inflammatory characteristics, added to its benefits for heart health. Although its main function is not necessarily linked to inflammation, garlic is a well-known and affordable natural supplement that some consumers may see as a replacement due to its immune system and health benefits. (El Poder Curativo Y Preventivo Que Posee El Ajo., n.d.)

SYNTHETIC SUBSTITUTES

Regarding synthetic equivalents, these include medications and supplements of non-natural origin, which perform the same tasks as our product: pain relief, reduction of inflammation and improvement of general well-being. Synthetic medications are usually more accessible in pharmacies and usually provide faster results, although frequently with adverse effects or long-term health consequences. (Ruta Sintética, n.d.)

- Ibuprofen (*Isobutylphenyl propionic acid*): It is one of the most common non-steroidal anti-inflammatory drugs (NSAIDs) in the commercial sector. Mainly, ibuprofen is used to alleviate mild to moderate pain, such as muscle pain, headaches and inflammatory processes in general.

Despite its long-term adverse effects such as the danger of gastrointestinal damage, it is an economical, well-known and fast-acting option that could replace our natural medicine among some consumers looking for immediate solutions. (Ibuprofeno: MedlinePlus Medicinas, n.d.)

- Paracetamol (*Acetaminophen*): This drug is one of the most used anti-inflammatory drugs globally, due to its ability to reduce tension and mitigate pain, without the anti-inflammatory effects characteristic of other drugs.

Although it does not have anti-inflammatory characteristics as marked as ibuprofen, paracetamol continues to be a relevant rival, particularly in the mitigation of mild and moderate pain. Its accessibility and low cost make it a common choice among consumers looking for quick and efficient solutions. (De Medicamentos Y Productos Sanitarios, n.d.)

- Aspirin (*Acetylsalicylic Acid*): Another commonly used NSAID, aspirin not only has anti-inflammatory and analgesic properties, but also has anticoagulant properties, making it a popular choice to avoid heart conditions.

Although it has contraindications in certain groups of individuals, it continues to be a safe and accessible option without the need for a prescription, which could influence the acceptance of a natural product such as FANA-EC. (De Medicamentos Y Productos Sanitarios, n.d.)

- Chondroitin and Glucosamine Capsules: These supplements are frequently used to treat joint pain and inflammation linked to arthritis. Although they are not conventional drugs, they are synthetic options based on chemical compounds that many consumers opt for due to their fame in caring for joint health.

Easy accessibility in pharmacies and supplement stores could establish them as viable alternatives to our drug. (Glucosamina, Condroitina I Articulaciones Sanas I Life Extension, n.d.)

- Diclofenac: Like ibuprofen, diclofenac is another NSAID used to reduce inflammation and relieve pain related to conditions such as arthritis. It is available in various formulations, including topical gels, making it ideal for consumers who prefer to avoid pressurized medications. Like other NSAIDs, prolonged use can cause negative side effects. (Diclofenaco. Nombre Comercial: Artrotec, Di Retard, Dicloabac, Dolo Voltaren, Dolotren, Luase, Normuen, Voltaren, n.d.)

In conclusion, natural and synthetic products constitute significant competitors for our natural clove-based medicine. Shoppers interested in natural solutions could choose products such as turmeric, ginger or garlic, while those looking for quick and affordable solutions could opt for synthetic drugs such as ibuprofen, paracetamol or aspirin.

Given the diversity of options on the market, our medicine strategy must focus not only on its natural advantages, but also on its sustainable and environmentally friendly profile, highlighting the benefits of a solution without chemical substances,

respectful of the environment. and without the usual adverse effects of synthetic medications.

3.1.5. *Main stakeholders*

In this part, we recognize the main actors involved in the development and sale of the natural and environmentally friendly medicine based on cloves (FANA-EC). Being a hypothetical project that is still in its early stages, it is vital to identify these stakeholders, as they will be essential to ensure both the success of the product and its long-term economic and social viability.

As an innovative medicine in its natural and ecological perspective, it will capture the attention of various groups with interests related to well-being, natural health and environmental preservation. (Author, 2021)

TRADERS AND INVESTORS

Investors are one of the most relevant stakeholders in the initial phases of drug development. Individuals or entities will be required that are willing to financially support the project, from the research and development of the drug to its manufacturing and sale. In this scenario, primary investors could include:

-Responsible investors: This group encompasses individuals and investment entities that aim to produce a beneficial effect on the environment and society through their investments.

As FANA-EC aligns with the principles of sustainability, fair trade practices and human well-being, ethical investors could identify in this project an opportunity not only to achieve economic benefits, but also to contribute to a larger goal of environmental preservation and promotion of natural health. (Pri, 2024)

-Venture investment companies (VCs) focused on health and sustainability: Some venture capital companies are dedicated to innovation projects in the health and green goods sector.

These companies aspire to finance emerging companies and projects that provide revolutionary solutions to the market. For FANA-EC, this type of investor is especially significant, given that their understanding of the sector can not only

provide capital, but also provide skills and relationships that promote project development. (7+ VC Firms Funding the Future of Healthcare in 2024, 2024)

-Investment funds in biotechnology or natural medicines: There are investment funds that focus particularly on projects linked to the development of new medicines or biotechnologies that enhance health.

Those interested in natural, environmentally friendly or wellness-focused products could become strategic partners in seeking funds for research and development of the drug. (The Best Biotech ETFs, n.d.)

CUSTOMER ENDS

End customers represent the largest set of stakeholders, since they are the consumers who could purchase the medicine. It is crucial to understand their requirements, motivations and aspirations, particularly when it comes to an ecological and natural product. The target consumers for FANA-EC are classified into different groups:

-Consumers interested in their well-being: This group of consumers looks for products that enhance their health naturally, preventing the adverse effects that synthetic drugs can cause.

They appreciate natural ingredients, items without harmful chemicals, and opt for options that honor their overall well-being, both physical and emotional. (Robles & Robles, 2015)

-Environmentally conscious consumers: who look for products that reduce their effect on the planet. This type of customer values products that are ecological, sustainable and traded, and tend to be loyal to brands that demonstrate a true commitment to preserving the natural environment. FANA-EC, with its environmentally friendly and natural orientation, could strongly capture this market segment. (The Rise of Environmentally Conscious Consumers: CX Reimagined for Sustainability | Execs in the Know, 2023)

-Individuals with sensitivity to artificial products: Another relevant group is consumers who, due to health problems, allergies or sensitivities to chemical substances, look for alternatives to conventional medications.

For them, an attractive alternative would be a natural medicine without synthetic components such as FANA-EC, since they provide a safer and gentler option for their healthcare. (Morell, 2023)

NGOs OR GOVERNMENTS

Another essential group are non-governmental organizations and government entities that promote the use of natural and sustainable products, in addition to the preservation of the environment.

These entities could have a relevant role not only as partners, but also as promoters of the project, given that they have similar goals in terms of health, well-being and safeguarding the environment.

-NGOs dedicated to the preservation of the environment: Numerous non-profit entities are dedicated to promoting sustainable agricultural practices, equitable trade and production that is friendly to the natural environment.

Cooperating with non-governmental organizations committed to the preservation of natural resources or the responsible production of raw materials could consolidate FANA-EC's position as a medicine that is dedicated to sustainability. (Biodiversity & Nature, n.d.)

-Government organizations promoting natural health: There are governments and public entities that, particularly in nations with high environmental awareness, show a growing interest in promoting the use of natural and ecological products in the health sector.

Through aid, tax incentives or even promotional campaigns, governments could support the research, manufacturing and distribution of FANA-EC, giving the project a competitive advantage. (NCCIH, n.d.)

-International institutions: In addition to local government agencies, international entities such as the World Health Organization (WHO) or the Environmental Protection Agency (EPA) could become significant allies to certify, validate or promote the drug as a healthy and sustainable alternative. in global markets. (World Health Organization: WHO, 2022)

REGULATORY

Regulators play a crucial role in the process of developing, manufacturing and selling a natural medicine like FANA-EC. These entities have the responsibility of ensuring that products meet the safety, efficacy and quality criteria, and their approval is essential for the medicine to be introduced into the market.

It is vital that the FANA-EC development team works closely with regulatory authorities to ensure that the product adheres to all regulations in force.

-National drug offices: Each nation has its own drug regulatory entity (such as the Spanish Agency for Medicines and Health Products, FDA in the United States, EMA in Europe), responsible for examining and authorizing drugs before their sale.

These entities require strict clinical trials and documentation that demonstrates the safety and effectiveness of the medication. FANA-EC has to comply with all local and international regulations to be introduced into the market. (The Spanish Agency of Medicines and Medical Devices (AEMPS) Recommends Using Voluntary Harmonisation Procedure Before the Official Submission of a Multi-state CT (Application, 2023)

-Organic and fair-trade certifications: Considering that FANA-EC stands out as an environmentally friendly medicine, it is crucial that it respects regulations and achieves specific sustainability certifications, such as the fair-trade label, organic certifications and any other validations. that guarantees its compliance with ecological standards.

These certificates will not only simplify product approval but will also be an essential instrument to attract consumers concerned about the ecological impact. (Fairtrade America, 2024)

In conclusion, the success of the FANA-EC drug is based on the cooperation and support of various stakeholders. From the investors who finance the progress of the project, to the end users who seek natural and sustainable options to enhance their well-being, all these participants play an essential role in the product life cycle.

Non-governmental organizations and authorities can act as project promoters and verifiers, while regulators ensure that the medicine meets the criteria required for

sale. Successful interaction with each of these groups will be essential to ensure that FANA-EC is not only introduced to the market, but also generates a beneficial effect on the health of consumers and the natural environment.

3.2. Macroenvironment. PESTEL Framework

The PESTEL study analyzes the external elements that affect the market and that can positively or negatively influence the advancement of the natural and environmentally friendly medicine based on cloves (FANA-EC).

This framework facilitates the identification of how different dynamics of the macroeconomic context can affect the company's strategic and operational decisions. ("AnÁLisis PESTEL: Qué Es, CÓMo Se Hace Y Ejemplos ÚTiles," 2024)

POLITICAL

Political elements include government regulations, trade policies, and particular regulations that impact the pharmaceutical and natural products industries. Some significant elements for FANA-EC include:

- Regulations on natural medicine products: Regulations regarding the use of medicinal plants fluctuate between nations. In certain markets there may be limitations or extra requirements for the authorization of drugs based on natural components.
- Public health policies: Government actions that promote natural medicine and environmental preservation can encourage the use of products such as FANA-EC.
- Subsidies and government support: The inclination towards supporting environmentally friendly products and environmental preservation could be converted into tax incentives or subsidies for initiatives such as FANA-EC.

ECONOMIC

Economic elements directly impact the purchasing capacity of consumers and the company's ability to invest. Financial aspects to consider include:

- Development of the natural goods market: The market for natural and ecological products has shown a sustained increase, which is beneficial for FANA-EC.
- World economic situation: Elements such as inflation, interests and financial stability in the target markets could influence the cost of production, distribution and the final price of the product.
- Empowerment of consumer purchases: The need for natural and environmentally friendly products can fluctuate depending on the financial capacity of consumers. In periods of financial crisis, more expensive products, such as organic medicines, could be impacted by the shift towards more affordable options.

SOCIOCULTURAL

Sociocultural elements influence consumer choices and the vision of natural products. Some fundamental aspects are:

- Increased health awareness: Consumers are increasingly concerned about their well-being and are seeking natural options instead of synthetic drugs. This cultural transformation promotes the use of products like FANA-EC.
- Trends towards sustainability: There is a perceived increase in the need for products that protect the environment and are ethically produced. Increasingly, consumers appreciate products with ecology and fair-trade certifications.
- Population aging: In many countries, population aging may increase the need for products that promote health and well-being, particularly those with anti-inflammatory and antioxidant characteristics such as cloves.

TECHNOLOGICAL

Advances in technology may affect the manufacturing, distribution and sale of products such as FANA-EC. The most relevant technological elements include:

- Innovation in biotechnology and natural products: The creation of innovative technologies can enhance the obtaining and concentration of the active components of cloves, increasing its effectiveness as a medicine.
- Electronic commerce and online platforms: The advancement of electronic commerce makes it possible to distribute products like FANA-EC worldwide, which makes it possible to reach a greater number of consumers interested in natural products.
- Automation and efficiency in production: The automated production process can reduce expenses and enhance the sustainability of the company by reducing the use of resources and waste.

ECOLOGICAL

Concern for the environment is a crucial element in the evolution of FANA-EC, and it is essential that the company respects high sustainability criteria. Some ecological factors include:

- Organic production: It is vital that both the planting of cloves and the preparation of the medicine honor the environment, reducing the use of pesticides and harmful chemicals to a minimum.
- Ecological effect of distribution: It is necessary for the company to consider reducing its carbon footprint in distribution, using sustainable transportation and biodegradable or recyclable packaging.
- Climate change: The availability of raw materials such as cloves may be affected by climate change, which requires anticipating mitigation strategies and diversification of suppliers.

LEGAL

The legal elements include the regulations that govern the pharmaceutical industry and the sale of natural products. The most significant legal elements include:

- Compliance with pharmaceutical regulations: To sell the medicine, it is essential to comply with the regulations of each nation regarding clinical trials, safety and effectiveness of the product.

- Regulations related to labeling and certifications: It is vital that the product respects labeling regulations, particularly regarding ecology and fair-trade certifications.
- Defense of intellectual property: Guaranteeing the patent of any innovation in the manufacturing process of the medicine or its composition will be essential to safeguard intellectual property and prevent competition.

To conclude, this PESTEL study shows a comprehensive picture of the external elements influencing the market and progress of FANA-EC, the natural and environmentally friendly clove-based medicine.

This framework emphasizes the main opportunities and challenges facing the company, such as government support for sustainable products, the growth of the market for natural products, and the elevation of social awareness around health and well-being.

However, it also highlights potential risks, such as changes in natural product regulations, economic uncertainty and environmental hazards that could impact the availability of natural resources. In short, this study enables the company to modify its strategy to capitalize on the increase in interest in natural and sustainable products, while minimizing the dangers linked to competition, regulations and climate change.

3.3. SWOT Analysis

The SWOT study facilitates the identification of the strengths, weaknesses, opportunities and threats faced by the FANA-EC project, which contributes to the development of strategies to capitalize on opportunities and minimize risks. (Ortega, 2024)

STRENGTHS

- Natural and environmentally friendly product: FANA-EC stands out as a medicine in tune with the increasing demands of consumers for natural, ecological and sustainable products.

- Therapeutic benefits of cloves: Cloves are distinguished by their anti-inflammatory and antioxidant characteristics, providing a plus to consumers concerned about their well-being.
- Commitment to fair trade and sustainability: The manufacturing and distribution of the medicine is governed by ethical practices, which strengthens the brand image and attracts conscious consumers.
- Innovative approach to natural health: Fusing a pharmaceutical perspective with natural products provides a competitive advantage in an expanding market.

WEAKNESSES

- Product in development stage: The drug has not yet been introduced into the market, raising questions about its effectiveness, approval, and consumer acceptance.
- Production and certification costs: Acquiring ecology and fair-trade certifications can increase production expenses, which could affect the final price of the product.
- Dependence on raw materials: The production process is based on the presence and quality of cloves and other natural components, which could cause supply difficulties or increases in expenses.

OPPORTUNITIES

- Expansion of the market for natural and sustainable products: The constant expansion of the market for natural and ecological products constitutes a huge opportunity for FANA-EC.
- Influence on preventive medicine: More and more consumers are turning towards natural options to avoid diseases and enhance their well-being, which could stimulate the need for FANA-EC.
- Expansion in international markets: The increase in global interest in natural and environmentally friendly products provides possibilities to reach global markets, particularly in Europe and North America.

THREATS

- Competition from alternative products: Natural and synthetic drugs that perform the same function constitute a direct danger to FANA-EC's positioning.
- Rigorous regulations: Changes in regulations or laws regarding natural pharmaceutical products could increase barriers to the sale of the medicine.
- Variations in the cost of primary inputs: The cost of cloves and other natural components can be influenced by external elements, such as weather or variations in supply and demand, which could increase production expenses.

To conclude, the SWOT study provides a clear perspective of the internal and external factors that can affect the success of the FANA-EC project. Advantages, such as the innovative and sustainable orientation of the product, its therapeutic advantages and the commitment to equitable trade, position FANA-EC as an attractive alternative for consumers concerned about health and the environment.

However, weaknesses, such as the product development stage and high production and certification costs, constitute significant challenges. Possibilities, such as the growth of the market for natural and sustainable products and the increasing demand for preventive medicine alternatives, offer a favorable scenario for development.

Also, threats, such as direct competition and possible variations in the costs of raw materials or changes in regulations, underline the importance of robust strategies to minimize risks and guarantee the viability of the product in the market in the long term.

4. SEGMENTATION AND PERSONA

4.1. Selection of 3 segmentation criteria

For the natural and environmentally friendly medicine FANA-EC, we will choose the following three segmentation criteria:

DEMOGRAPHIC

-Age: It will focus on consumers aged 25 to 50, a group that generally cares about health and well-being, as well as the ecological impact of the products they use.

-Socioeconomic level: Individuals of medium and high socioeconomic level capable of affording natural and ecological products, willing to spend more for excellent quality products that agree with their principles of sustainability. (Segmentación Demográfica | QuestionPro, n.d.)

PSYCHOGRAPHIC

-Lifestyle: FANA-EC is aimed at consumers who lead a healthy and dynamic lifestyle, who are looking for natural options for the preservation of their health and the prevention of diseases.

-Values: Consumers dedicated to sustainability, equitable trade and protection of the natural environment. Individuals who choose products with green certifications and that support ethical manufacturing practices. (Segmentación Psicográfica: ¿Cómo Clasificar a Tus Clientes?, 2022)

GEOGRAPHICAL

-Regions: We will focus on markets with great ecological sensitivity and in which the demand for natural and ecological products is increasing, such as Europe (mainly Nordic and German nations) and North America (United States and Canada).

-Urban environments: Consumers in urban areas where ecological and natural products can be more easily accessed, in addition to a growing trend towards a healthy lifestyle. (Ordoñez, n.d.)

To conclude, the choice of the three segmentation criteria for FANA-EC facilitates the orientation of marketing efforts towards a target audience that appreciates both its health and the ecological impact of the products it uses.

By demographically dividing by age and socioeconomic status, it focuses on consumers between 25 and 50 years old, with a purchasing capacity that gives them the possibility of choosing products of superior quality and sustainability.

Psychographically, it will focus on individuals who lead healthy lives and are committed to principles such as sustainability and fair trade.

Geographically, priority is given to markets in areas with high ecological sensitivity, such as Europe and North America, particularly in urban contexts where the need for natural and ecological products is growing.

This ensures that FANA-EC occupies an effective position in an expanding market, in line with wellness and sustainability trends.

4.2. Selection of 2 market segments

The choice of these two market segments for FANA-EC demonstrates a tactic aimed at attracting both those interested in their personal well-being and those dedicated to caring for the planet. (Tarver, 2024)

CONSUMERS INTERESTED IN HEALTH AND WELL-BEING

This group is made up of people who value their physical and mental health, looking for natural options that make it easier for them to improve their health in a safe and sustainable way.

These buyers often avoid products that include synthetic chemicals or artificial additives, opting for natural solutions such as plant supplements or alternative medicine. They are informed about the therapeutic advantages of natural components, such as the anti-inflammatory and antioxidant characteristics of cloves in FANA-EC and look for products that provide them with effective solutions to prevent diseases and maintain their ideal state of health. (Consumers See Health and Well-being as “Essential” Spend Category, Accenture Survey Finds, n.d.)

ECOLOGICALLY CONSCIOUS CONSUMERS

This group is made up of individuals who make purchasing decisions based on the environmental effect of the products they purchase. They are buyers who appreciate ecological, sustainable products dedicated to equitable trade, opting for brands that protect the environment and promote ethical production practices.

They focus on reducing their carbon footprint and actively selects products that reduce environmental impact, such as FANA-EC, which not only uses natural

components, but also aligns itself with ecological principles through its production process and sustainable distribution.

They look for brands that match their values, being captivated by ecological certifications and products that honor both nature and the rights of the employees involved in their production. (Mapfre, 2022)

By focusing on these two segments, FANA-EC can strategically establish itself as an alternative that meets the needs of both consumers seeking to protect their health with natural products, and those seeking to minimize their impact on the environment, capturing attention. of an increasingly aware and demanding market.

4.3. Description of our target markets

CONSUMERS INTERESTED IN THEIR HEALTH AND WELL-BEING

-Profile: Individuals between 25 and 50 years old, usually with a university education and stable jobs that make it easier for them to invest in products for their well-being.

This group is made up of individuals who practice sports, maintain a balanced diet and actively seek methods to prevent diseases. They opt for natural solutions like FANA-EC due to its anti-inflammatory and antioxidant characteristics.

-Reasons: Their main motivation is to enhance their health naturally, avoiding synthetic medications. They look for safe and effective products that have proven health benefits without adverse effects.

-Requirements: Products that enhance your physical and mental health, focusing on preventing diseases. Additionally, they opt for natural products that match their healthy lifestyle.

ECOLOGICALLY CONSCIOUS CONSUMERS

-Profile: Individuals between 30 and 45 years old, with a solid dedication to the environment and equitable trade. They are willing to spend more for sustainable products that have a reduced environmental impact. They are active participants in green movements and generally have a good understanding of product traceability.

-Motivations: This group appreciates sustainability and pursues items that not only benefit their well-being, but also protect the planet. They opt for products with ecological certifications, obtained from suppliers that comply with equitable trade practices.

-Requirements: Products that not only promote your health, but also exert a positive influence on the natural environment. They want brands that promote social responsibility and strive to reduce their ecological impact.

4.4. Description of our persona (buyer profile)

-Name: Laura Rodríguez

-Age: 34 years old.

-Position: Health and well-being advisor.

-Place: Barcelona, Spain

-Annual contribution: €45,000

-Academic graduation: Bachelor's degree in nutrition and Dietetics

DAILY LIFE

Laura is a dynamic woman concerned about her physical and mental health. Her routine includes activities such as yoga and meditation, making it easier for her to balance her work and personal life with an emphasis on comprehensive care.

Follows a diet based on natural and ecological products, discarding industrialized products and always pursuing organic alternatives. She seeks out natural solutions for her personal care, from beauty supplies to pharmaceuticals, and invests time in meticulously examining each product she purchases.

As a promoter of fair trade and sustainability, Laura is meticulous in choosing brands that align with her principles, discarding those that harm the environment or that do not honor ethical practices in their manufacturing.

VALUES AND MOTIVATIONS

Laura has a strong belief in conscious consumption. She is strongly dedicated to living a balanced life in tune with nature. Their main motivation is to maintain a healthy and sustainable lifestyle, looking for products that show their interest in the environment and that do not put their physical health at risk.

She feels responsible for her effect on the planet, which drives her to do her research before making a purchase to ensure that the products she purchases come from ethical and responsible sources.

Additionally, Laura looks for brands that promote social equity, assisting small-scale agricultural communities and that align with her perspective of a more equitable and ecological world.

NEEDS

Laura requires excellent quality products that are both effective and respectful of the natural environment. Look for natural options compared to traditional drugs, without unwanted side effects, and appreciate those that are generated sustainably, without harming the environment or the communities that produce them.

In addition, it values the clarity of the brands, wanting to be certain about the procedure and manufacturing processes of the products it uses.

PURCHASE MOTIVATIONS

Laura is driven by her desire to enhance her health and well-being through natural products. She often chooses organic products that provide options to conventional medicines and support causes she trusts, such as fair trade and corporate social responsibility.

Her choice falls on brands that provide certified ingredients and that promote transparency and sustainability. She is aware of the effect of purchasing choices she has on both her body and the planet, so she is the one who decides to invest in products that meet these expectations, even if it means paying a higher cost.

FRUSTRATIONS

Laura experiences frustration with products that include synthetic ingredients, preservatives or additives that are harmful to health. In addition, it avoids superfluous

plastic packaging or that cannot be recycled, since it is committed to reducing its ecological impact.

Furthermore, she is irritated by the lack of transparency of certain companies that, under the slogan of "natural" or "ecological", market products that do not actually satisfy these criteria. The absence of certifications or clear data on the origin of ingredients or production methods is another of their main concerns.

4.5. Relation and evaluation

The connection between FANA-EC and its target audience is robust and solidly founded, due to the intimate correspondence between the values of the product and those of consumers.

FANA-EC is perfectly in tune with global trends that value sustainability, wellness and natural health, making it an attractive alternative for consumers like Laura, who appreciate integrity and responsibility in the products they choose to purchase. This connection not only creates brand security, but also promotes lasting loyalty among customers who are looking for alternatives that fit their way of life.

PRODUCT EVALUATION

The assessment of FANA-EC is based on various essential aspects that guarantee its quality and prestige in the market:

-Commitment to Quality: FANA-EC uses top quality natural components, which not only ensures the effectiveness of the product, but also satisfies the needs of consumers looking for natural solutions for their health.

The meticulous choice of each component ensures that consumers get a product that meets their expectations for health and effectiveness. (Admin, 2024)

-Ecological and Fair-Trade certifications: Having prestigious certifications not only guarantees the quality of the product, but also demonstrates FANA-EC's commitment to ethical and sustainable practices.

These certifications are a crucial element for consumers who want to ensure that their purchase has a positive impact on the environment and production communities. (apellido autor, añoHow Fairtrade Certification Works, n.d.)

-Clarity and Transparency: FANA-EC is committed to providing clear and transparent labeling, making it easier for consumers to identify the origin of the ingredients and the commercial practices involved in their production.

This clarity not only fosters trust, but also enables consumers to make informed choices, in line with their personal principles. (Nombela, 2021)

-Industry Innovation: FANA-EC's success depends largely on its ability to innovate in the field of natural products. FANA-EC, by providing effective solutions backed by scientific evidence, sets itself apart from other products on the market.

This innovation not only captures the attention of customers looking for natural options, but also helps establish the brand as a leader in the industry. (Goal 9: Industry, Innovation and Infrastructure - the Global Goals, 2024)

KEY SUCCESS FACTORS

For FANA-EC to continue expanding and consolidating its position in the market, it is essential that it preserves and enhances the following essential elements of success:

-Benefit of Natural Components: The meticulous choice of excellent quality ingredients is essential to meet consumer expectations and achieve efficiency standards.

-Fair Trade and Ecological Certifications: These certifications not only represent an emblem of reliability, but also allow FANA-EC to stand out in a competitive market, capturing the attention of consumers who appreciate sustainability.

-Clarity and Transparency in Labeling and Business Practices: It is crucial to maintain clear communication with consumers to promote their trust and loyalty towards the brand.

-Innovation in the Natural Products Industry: The ability to adjust to new market demands and the implementation of innovations backed by scientific studies is essential to preserve relevance in a continually changing sector.

In conclusion, the strong connection between FANA-EC and its target audience is based on common values, excellence and a true commitment to sustainability and well-being.

By continuing to focus its attention on these factors, FANA-EC will not only be able to meet the demands of consumers like Laura but will also establish itself as a leader in the natural and sustainable health sector.

4.6. Why is it important to start buying this type of product

It is essential to start using products like FANA-EC since:

-Health and well-being: This product provides a natural and healthy option compared to conventional drugs, reducing exposure to artificial chemicals that can generate long-term adverse effects.

-Sustainability: Consumers, by opting for green products such as FANA-EC, support sustainable practices that protect the environment, contributing to reducing the environmental effect linked to the manufacturing and distribution of pharmaceutical products.

-Social Responsibility: FANA-EC promotes equitable trade, ensuring that small-scale producers receive fair compensation for their labor, thus contributing to the growth of agricultural communities.

-Global trends: An increase in demand for natural and sustainable products is observed. When consumers are part of this movement, they not only protect themselves, but also the planet.

Starting the use of these products favors a positive transformation in the market, motivating more companies to implement environmentally friendly and responsible practices.

5. MARKETING STRATEGY

5.1. Market segmentation

For the segmentation of the FANA-EC market, three fundamental criteria have been chosen that facilitate the identification and effective grouping of consumers:

- **Demographic:** FANA-EC focuses on adults ages 25 to 55, with a particular emphasis on women, as this demographic often makes decisions related to family and personal well-being. Potential consumers generally have a medium or high level of education, which makes it easier for them to be aware of the benefits of natural and ecological products.

In addition, they have medium and high incomes, which provides them with the financial ability to invest in high-quality products that promote both their well-being and the preservation of the natural environment.

- **Psychographic:** This criterion includes consumers who have a deep commitment to the environment and sustainability. They are individuals with a healthy lifestyle, who aspire to a balanced life and appreciate natural, ethical and sustainable products.

These buyers are attracted to products that have ecological and fair-trade certifications, given that their principles are consistent with safeguarding the environment and conscious consumption.

- **Behavioral:** FANA-EC also classifies its customers according to their purchasing patterns. It focuses on individuals who are looking for natural options compared to traditional drugs, opting for solutions based on ecological components and free of synthetic chemicals. These buyers are willing to shell out a higher cost for products that not only protect their health, but also respect the environment.

Furthermore, this group appreciates innovation in natural products capable of providing preventive and curative benefits without the adverse effects linked to conventional treatments.

This mix of criteria enables FANA-EC to establish an effective connection with a market of conscious consumers, interested in both their individual well-being and the effect of their decisions on the environmental environment.

5.2. Positioning of the product

FANA-EC stands out as a natural and environmentally friendly drug, aimed at consumers looking for a healthier and more sustainable option compared to traditional medicines.

The brand focuses on those who appreciate not only their physical well-being, but also the impact of their consumer choices on the environment and community.

FANA-EC's location is structured around the following core values:

-Naturalness and sustainability: FANA-EC is manufactured with totally natural components, cloves being its key element, grown responsibly and using sustainable techniques. The brand promotes respect for the environment from the manufacturing process to distribution, reducing the environmental footprint and contributing to the natural balance.

-Comprehensive well-being: The product not only provides therapeutic benefits for body health but is designed to enhance the comprehensive well-being of users. As a natural medicine, it helps prevent diseases, reduce inflammation and enhance quality of life without the adverse effects of conventional drugs.

FANA-EC promotes a preventive and holistic approach to health, in line with increasing consumer demands for natural solutions that improve their physical and mental well-being.

-Ethics and fair trade: An essential pillar of FANA-EC lies in its dedication to ethics and fair trade. The brand collaborates with local farming communities, ensuring that farmers get equitable treatment for their products and that production practices honor their rights.

This perspective not only boosts local economies, but also ensures that the product aligns with the fundamentals of social and economic sustainability.

The main message that FANA-EC communicates to its customers is that by selecting this product they are not only protecting their health, but also supporting an ethical production model, which honors both the planet and the most unprotected communities.

FANA-EC transcends being merely a drug; represents a conscious choice for those seeking to create a positive effect through their purchasing choices.

5.3. Promotion and communication strategies

FANA-EC's dissemination and promotion tactics will focus on raising awareness about the advantages of the product, establishing it as a natural, ethical and sustainable alternative. These measures will be designed to educate the customer and highlight the essential principles of the brand. The most relevant tactics are described below:

-Awareness campaigns: FANA-EC will implement campaigns in digital and conventional media to educate the population about the characteristics of cloves, a natural component with known therapeutic benefits.

These campaigns will not only highlight the effectiveness of the product, but also the relevance of choosing sustainable products that protect both health and the natural environment. Media such as television, the press and advertising on social networks will be used to reach a large audience.

-Strategies on social networks and cooperation with influencers: To consolidate its digital presence, the brand will benefit from social networks, health and well-being blogs, and specialized platforms.

We will work together with influencers and opinion leaders in the areas of healthy living, well-being and ecology, who promote the advantages of FANA-EC to their audience, offering genuine suggestions and reliability. Additionally, public involvement will be promoted through competitions, testimonials and content produced by users, generating a community around the brand.

-Content marketing: The content marketing strategy will focus on the generation of educational resources, such as blogs, articles, webinars and informative videos, in

which issues related to the advantages of natural and ecological products will be discussed.

Through these means, FANA-EC will detail how its drug contributes to individual well-being and the preservation of the planet, highlighting the science behind its components and the dedication to sustainability. Digital newsletters will be distributed and tutorials and guides will be published that allow consumers to more effectively understand the product and its beneficial effect.

-Cooperations with NGOs and associations: It is essential to establish strategic alliances with NGOs and associations that promote sustainability and equitable trade to strengthen the ethical reputation of FANA-EC.

These alliances will not only provide visibility and reliability but will also enable the brand to get involved in social responsibility actions, evidencing its authentic commitment to environmental causes and social progress.

-Involvement in natural products events and fairs: FANA-EC will take part in health, wellness and natural products fairs, where it will have the opportunity to interact directly with its target audience and carry out demonstrations of the advantages of its product.

These events will allow the brand to reach out to consumers who are already committed to a healthy and sustainable lifestyle, in addition to establishing collaborations with other brands of a similar nature. Additionally, these meetings will be used for direct sales, sample distribution, and building relationships with potential distributors and business partners.

In short, these tactics aspire to establish FANA-EC as a benchmark in the natural products sector, increasing its notoriety and capturing the attention of a public that appreciates ethics, sustainability and excellence in the products it consumes.

5.4. Distribution channels

FANA-EC's distribution media will be based on a multi-channel strategy created to reach a varied audience and provide a convenient and accessible shopping experience. The most relevant distribution channels are described below:

-Virtual sales: One of the essential bases for the distribution of FANA-EC will be electronic commerce. The brand will benefit from platforms such as Amazon, eBay and stores specializing in ecological and natural products, which will facilitate access to a global market without territorial limitations.

In addition, the FANA-EC website will provide a virtual store, simplifying direct acquisition from anywhere on the planet. This not only expands brand coverage, but also provides greater adaptability for customers looking for greater flexibility.

-Specialized stores: FANA-EC will be found in herbalists, nature stores and pharmacies that provide natural and ecological products. These locations are essential meeting places for consumers who appreciate natural and sustainable products, ensuring that FANA-EC is accessible in contexts where consumers already show great interest in healthy and environmentally friendly options.

These physical stores offer a direct means for customers to view, try and inquire about the product, thus increasing their brand credibility.

-Subscription and home delivery: FANA-EC will establish a monthly subscription service accessible on its website. This system will allow customers to obtain the product automatically at their homes, eliminating the need to place repeated orders and ensuring uninterrupted supply.

This medium can also incorporate unique promotions, loyalty discounts and tailored alternatives for regular customers, motivating repeat purchases. Additionally, this distribution procedure is extremely effective and enhances comfort and accessibility for users.

-Alliances with health experts: With the aim of increasing credibility and promoting professional recommendation, FANA-EC will be distributed in wellness clinics, spas, alternative medicine centers and offices of natural health experts. In these places, health and wellness specialists will have the possibility of suggesting FANA-EC to their patients as an alternative and complement to other treatments.

By forming alliances with these experts, the brand obtains the support of trusted personalities, thus increasing the perception of product quality and safety.

In conclusion, this multi-channel strategy will ensure that FANA-EC is accessible, reliable and convenient, both on digital platforms and in specialized physical establishments, supported by suggestions from specialists in well-being and natural health.

6. ACTION PLAN

6.1. Marketing objectives

-Increase Brand Awareness: The main purpose of FANA-EC is to establish itself as a benchmark in the market for natural and environmentally friendly drugs in the field of health and well-being.

The goal is to increase understanding about the unique value of the product: its dedication to sustainability, natural components and overall health benefits. FANA-EC's goal is to increase brand recognition among health-conscious consumers by 20% in the first year.

Strategy: A significant investment will be made in education campaigns, social media advertising and alliances with influencers that promote a healthy and sustainable lifestyle. These campaigns will highlight the advantages of the product, paying special attention to the effectiveness of its natural components and its influence on the environment.

In addition, it will take part in health and wellness fairs, collaborating with supporters of sustainability, which will allow FANA-EC to establish itself as a reliable brand in the field of natural medicine.

-Increase Sales and Market Income: FANA-EC aims to achieve a 15% market share in the emerging natural medicine sector within a two-year period, focusing on essential markets such as Europe and North America, where there is increasing demand for health care solutions. sustainable and vegetable health.

Strategy: To achieve this penetration, FANA-EC will implement a multi-channel sales strategy, which will contemplate a solid presence in electronic commerce, alliances with natural products stores and pharmacies, and alliances with health centers.

In addition, specific digital marketing campaigns will be carried out that will capture the attention of customers looking for effective options compared to conventional pharmaceutical products. The scientific basis of the product's natural ingredients will be highlighted to capture the attention of a broader audience, strengthening consumer confidence.

-Boost consumer loyalty: Establishing a firm base of loyal customers is an essential element in FANA-EC's expansion plan.

The brand's purpose is to establish a loyal consumer base through the introduction of a subscription service and the implementation of loyalty programs. The goal is to achieve a 30% retention rate during the first 18 months.

Strategy: A simple and intuitive subscription model will be introduced that provides convenience and benefits such as discounts on repeat orders, free deliveries and unique access to new products.

Loyalty programs will reward loyal customers with incentives such as points exchangeable for discounts, thus encouraging recurring purchases and improving the customer's quality of life. Additionally, FANA-EC will use personalized email marketing to keep consumers engaged with relevant content, health recommendations and unique promotions, helping to strengthen customer relationships.

-Expand Global Coverage: Another fundamental goal is to expand FANA-EC's global presence. The company's goal is to increase its online sales by 40%, using e-commerce platforms and expanding its distribution to global markets, particularly in areas where sustainability and natural health products are more in demand.

Strategy: To achieve this goal, FANA-EC will increase its presence on e-commerce platforms such as Amazon and in regional e-commerce within the target markets. In addition, the operation of the virtual store on the official website will be optimized to capture the attention of international customers.

Marketing strategies will be culturally adjusted to harmonize the brand message with local sustainability trends and principles. Likewise, alliances will be formed with local distributors, retailers and health experts in international markets to strengthen distribution and expand FANA-EC's global coverage.

6.2. Specific strategies

-Product Image and Brand Statement: FANA-EC will be established as a natural, excellent quality and environmentally friendly option as opposed to traditional medicine. The focus will be on highlighting the therapeutic benefits of its main component, clove, emphasizing both its sustainability and ethical manufacturing.

Main statement: "*FANA-EC: A natural treatment for your well-being and the planet.*"

This message aims to establish an emotional connection with consumers, emphasizing that the use of the product not only enhances their well-being, but also favors the preservation of the environment and equitable trade.

-Content Marketing and Teaching Programs: A robust content marketing strategy will be established focused on educating consumers about the benefits of natural and sustainable products, paying special attention to the role of cloves in promoting health and well-being.

Fundamental actions:

- Preparation of blogs, webinars and informative videos about the health, sustainability and healing characteristics of FANA-EC's natural components.
- Work together with influencers who are experts in health, well-being and ecology, who will help spread the brand's message among their audience.
- Regular updates on social networks to encourage participation and inform customers about the properties and benefits of the product. The content will be designed to maintain the attention of the public and maintain the interest of viewers, strengthening a connection with the brand

-Alliances and Joint Work: Strategic alliances will be formed with health experts, yoga schools, wellness centers and entities that promote a sustainable lifestyle.

These collaborations will help promote FANA-EC through sources of trust and respect in the sector.

Fundamental actions:

- Cooperations with non-governmental organizations that promote ethical and sustainable trade, strengthening the brand's commitment to equitable and responsible business practices.
- Cooperations with health centers and natural health experts who advise the use of FANA-EC in their patients.

-Economic and Digital Advertising: Advertising campaigns will be launched focused on digital platforms such as Instagram, Facebook, YouTube and Google Ads, with the aim of reaching clients interested in health and sustainability.

Fundamental actions:

- Retargeting tactics to attract users who have expressed interest in the product but have not yet made a purchase.
- Prepare advertisements in magazines specialized in health, well-being and publications focused on ecological awareness.

-Electronic Commerce and Subscription Model: A subscription service will be implemented on the FANA-EC website, allowing customers to obtain the product consistently, monthly. Not only will it simplify acquisition, but it will also build customer loyalty.

Fundamental actions:

- Promotions for subscribers, such as discounts for bulk orders, free delivery or exclusive access to new products. This will ensure a permanent base of loyal customers and optimize the purchasing experience.

-Get involved in Events and Exhibition Fairs: FANA-EC will be actively involved in health fairs, exhibitions of ecological products and natural medicine seminars, which will facilitate the exhibition of the product to an audience interested and committed to well-being and sustainability.

Fundamental actions:

- Issuance of free samples and teaching resources at events.
- Implementation of product displays on site, detailing its advantages and benefits, which will facilitate direct communication with customers and the creation of a closer relationship with them.

6.3. Budget and necessary resources

-Product Development and Accreditations: A constant evaluation and verification process is essential to ensure that all FANA-EC products satisfy organic and fair-trade certifications.

- Projected cost: €30,000 per year for certification procedures and sustainable purchasing of ingredients. This budget covers audits, licensing and quality oversight of suppliers who adhere to ethical and sustainable practices.

-Marketing and Propaganda: The marketing tactic will be holistic, merging efforts on digital platforms and conventional media to increase visibility and promote the principles of FANA-EC.

- Online advertising: promotion on social platforms, content generation and SEO optimization: €50,000 per year.
- Work with influencers: agreements with influential personalities in the field of health, well-being and ecology: €20,000 per year.
- Conventional media: promotion in publications focused on health and sustainability: €15,000 per year.
- Get involved in events and fairs: booth rental, advertising resources and attendance at natural product exhibitions and health fairs: €25,000 each year.

-Expansion and Diffusion of Electronic Commerce: To enhance the online shopping experience and improve shipping, e-commerce platforms with subscription alternatives will be launched, and logistics partnerships will be formed.

- Web development: improvement of the FANA-EC website incorporating a €10,000 subscription model.

- Logistics and delivery: cooperations with distribution and logistics management companies: €15,000 annually.

-Team and Human Resources Department: An expert group will be required to manage digital marketing, product organization and distribution logistics.

- Employee cost: acquisition of digital marketing experts, product directors and distribution coordinators: €80,000 annually. This group will ensure the proper operation of promotional campaigns, product management and coordination of distribution on a global scale.

-Overheads: To support strategic decisions and ensure correspondence with market demands, market studies and research will be carried out.

- Market study: surveys, focus groups and market analysis: €10,000 each year.

-Total Budget Estimate: The projected annual budget reaches close to **€245,000**, spread across marketing, strategic partnerships, certifications, product development and logistical assistance.

7. CONTROL AND EVALUATION

7.1. Indicators of performance

To ensure that the strategies established for FANA-EC achieve the proposed goals, a series of key performance indicators (KPIs) will be used. These indicators will facilitate the effective evaluation of the progress and effectiveness of marketing, distribution and customer loyalty strategies. The main indicators include:

-Increase in brand identification: This parameter will be evaluated using various indicators, including the increase in brand mentions on social media, traffic growth on the FANA-EC website, and survey results. brand awareness.

A precise goal will be defined to achieve a 20% increase in brand identification during the first year of execution of the plan, which will signal an increase in consumer familiarity and interest in the product.

-Increase in sales: Monthly monitoring of sales will be carried out, both on digital platforms and in in-person distribution locations, which will facilitate the detection of trends, acquisition patterns and the effect of marketing campaigns.

The goal is to achieve a 15% market share in the natural medicines sector in a period of two years, which will demonstrate the success of market penetration tactics and customer approval of the product.

-Customer loyalty index: Customer loyalty is essential for the sustained development of the brand. This parameter will be evaluated through engagement in subscription and rewards programs, with the goal of achieving a 30% retention rate during the first 18 months.

This degree of loyalty will not only reflect customer satisfaction, but also the effectiveness of the loyalty tactics applied.

-Increase in sales in global markets: FANA-EC aspires to expand its coverage worldwide. This index will evaluate the increase in online sales through e-commerce platforms, paying special attention to areas that appreciate sustainability and environmentally friendly products.

A target of a 40% increase in online sales will be set, helping to establish FANA-EC as a preferred choice in global markets.

Each of these indicators will be constantly monitored to facilitate strategic modifications in real time, ensuring that FANA-EC not only achieves its goals, but also adjusts to market fluctuations and consumer inclinations.

Additionally, collecting data through questionnaires and online traffic analysis will provide useful data that can be used to refine future campaigns and enhance the user experience.

7.2. Methods for evaluating the effectiveness of the plan

To evaluate the effectiveness of FANA-EC's marketing plan and distribution tactics, the following evaluation procedures will be applied, which will offer an objective and transparent perspective of the performance of the actions carried out:

- Real-time information evaluation: Sophisticated data analysis instruments, such as Google Analytics and social media platforms, will be used to monitor customer behavior in real time. These tools will facilitate the acquisition of

comprehensive data about content interactions, website traffic, and the effectiveness of advertising campaigns.

By examining indicators such as click-through rate (CTR), duration of stay on the page and the number of conversions, you can quickly modify your strategy based on the results obtained.

- Satisfaction surveys and market analysis: Periodic surveys will be carried out to measure the degree of customer satisfaction with the FANA-EC product, advertising campaigns and services provided, such as the subscription system. These surveys will be developed with the objective of collecting points of view about product quality, the purchasing experience and customer service.

Additionally, regular market analysis will be carried out to detect rising trends and consumer tastes, allowing the brand to adjust to fluctuating market demands.

- Conversion rate monitoring: Constant monitoring of conversion rates will be carried out on the FANA-EC website and in the specialized establishments where the product is distributed. This monitoring will consider the assessment of fundamental indicators such as the number of unique visitors, the percentage of users who complete a purchase and interactions on product pages.

By studying this information, it will be possible to establish whether marketing strategies are producing anticipated sales and whether market penetration goals are being achieved.

- Evaluation of alliances and collaborations: To evaluate the effect of alliances with influencers, non-governmental organizations and events, the results achieved through these actions will be examined. The return on investment (ROI) of each alliance will be determined, considering both the financial gains and the degree of public involvement.

This will cover the monitoring of indicators such as the dissemination of influencers' publications, participation in events and the effect on social networks. This assessment will make it easier to determine which alliances

are most effective and what kinds of alliances should be prioritized in the future.

These evaluation procedures will not only allow the current performance of marketing strategies to be evaluated but will also provide useful data to make constant modifications and improvements to the FANA-EC action plan, ensuring its consistency with the expansion and customer satisfaction objectives. consumer.

7.3. Suggested adjustments and improvements

As data linked to marketing strategies and the effectiveness of the FANA-EC plan is collected and examined, it is essential to make modifications and improvements that improve overall performance. Some fundamental recommendations to keep in mind include:

- Perfecting online campaigns: If it is noted that the brand recognition or sales indicators are not achieving the proposed goals, it will be vital to carry out an exhaustive study of the current campaigns.

This may require modifications to marketing messages to ensure they connect more effectively with the target audience. Additionally, various media (such as TikTok or podcasts) may be investigated that may be more effective in reaching consumers who are interested in natural products.

In addition, it is necessary to consider the regularity of advertising campaigns and their timing, adjusting them to the most favorable moments for acquisition, such as health events or linked fairs.

- Increase in distribution channels: If the conversion rate in international sales does not reach the expected objective, it will be essential to carry out a study of the market and rivalry in various regions. This will make it possible to evaluate the option of including new markets or electronic commerce platforms that agree with the principles of sustainability and health.

For example, cooperation with global platforms focused on ecological products could be contemplated, in addition to the search for local distributors

who more effectively understand the needs and tastes of consumers in those markets.

- **Boosting loyalty:** If the customer loyalty percentage does not reach the target of 30%, new tactics will be necessary to boost customer loyalty. This could involve implementing extra incentives into the loyalty program, such as one-time discounts for members, referral rewards, and early access to new products.

In addition, it is possible to establish a feedback program in which customers can propose improvements or innovative products, thus generating a feeling of community and connection with the brand.

- **Improvement in team building:** If the results of the evaluations of alliances with influencers or health experts are not as expected, it will be essential to review and modify the alliances.

This could involve a review of the selection criteria to ensure that the selected influencers and allies have the same values and perspectives as FANA-EC. Additionally, extra training could be provided to employees on the benefits of clove and FANA-EC's value proposition, ensuring that they are adequately prepared to represent the brand and engage their audience effectively.

These modifications and improvements must be a constant process, allowing FANA-EC to adjust to market trends and consumer inclinations, thus ensuring sustained development and the realization of long-term strategic goals.

8. CONCLUSIONS

8.1. Summary of findings

The development of the marketing plan for FANA-EC has facilitated the identification of a notable expansion opportunity in the health and natural wellness sector. FANA-EC, which is based on eugenol obtained from cloves, stands out as a product that meets the current need for natural, environmentally friendly and effective options to relieve pain and maintain health. Segmentation research showed that the target market is mainly composed of consumers concerned about their health and aware of

the ecological impact, which highlights the feasibility of an approach aimed at these profiles.

The application of a segmentation method that encompasses demographic, psychographic and behavioral factors facilitate more effective communication in accordance with the values of these consumers.

Furthermore, the findings indicate that the emphasis on sustainability and health is especially attractive to young and adult generations with a medium-high socioeconomic status, who are interested in ethical products with palpable health benefits.

The study of distribution strategies highlights the relevance of a multichannel mix, which includes sales on digital platforms and in specialized stores, as well as strategic collaborations with health experts and non-governmental organizations. It not only strengthens FANA-EC's moral positioning, but also increases the brand's reach and visibility, providing broader market access. Likewise, digital marketing strategies and alliances with influencers who are experts in health and sustainability strengthen the importance of FANA-EC as a reliable and responsible alternative in the natural products market.

8.2. Reflection on the viability and effectiveness of the marketing plan

FANA-EC's marketing plan has positive viability, due to the constant increase in interest in natural and sustainable products in the global market. The plan is based on fundamental consumer trends, such as the increase in the need for plant-based, natural and environmentally friendly products, which indicates a high possibility of acceptance and preference of the target audience. Additionally, the design of a multi-channel structure makes it possible for FANA-EC to use various platforms and distribution channels, which is vital to enhance the reach and availability of the product, thus increasing the chances of success in the market.

The tactic of collaborating with influencers and health experts, together with the presence at specialized events and fairs, adds relevant value to the marketing plan by providing testimonials from reliable personalities capable of corroborating the

quality and effectiveness of FANA-EC. This is also crucial to strengthening customer relationships, creating credibility and building a solid set of loyal customers.

However, there are possible challenges that could affect the effectiveness of the plan. Acquiring fair and organic trade certifications may encounter difficulties, as compliance with international standards and regulations may require extra time and resources.

Furthermore, rivalry with other products, whether synthetic or natural, already consolidated in the market, could restrict the presence of FANA-EC in certain geographic areas. To address these challenges, it is vital to maintain an attitude of adaptation and modification in marketing and distribution tactics, ensuring that the product adjusts to both variations in demand and market trends.

8.3. Recommendations for future research or implementation

To enhance the long-term success of FANA-EC, it is advisable to conduct more studies to help deepen the understanding of the acceptance of natural products in global markets. Investigating market studies in various regions will facilitate the identification of consumers' particular preferences and requirements, enabling a correct adaptation of marketing and distribution strategies according to the cultural and social context of each region.

Likewise, establishing a feedback system with current and future customers will provide a deeper insight into their experiences and opinions about the product. This will make it possible to make appropriate modifications to formulation, packaging and marketing tactics to ensure consistent alignment with customer expectations.

Another fundamental suggestion is to form alliances with scientific and medical entities that endorse and confirm the effectiveness of FANA-EC. Cooperating with these entities will contribute to increasing the reliability of the product in the market and establishing a scientific foundation that supports its advantages. Additionally, it would be beneficial to continue promoting alliances with NGOs and fair trade and sustainability entities, which can strengthen the brand's ethical and ecological commitment.

This will not only reinforce FANA-EC's image as a responsible product but could also generate opportunities to enter government support or stimulus programs focused on sustainable products.

Finally, it is recommended to evaluate the application of emerging marketing technologies, such as the application of artificial intelligence to personalize the online purchasing experience and enhance customer loyalty. These tools can improve campaign performance and ensure that FANA-EC's message effectively reaches relevant consumers.

This study and development of the marketing plan for FANA-EC has shown the product's capacity for expansion in the field of health and well-being, especially in the natural and sustainable products sector. FANA-EC has been designed following essential scientific principles of diminishing, refinement and replacement. These principles guide the brand's work to provide a safer and more natural option to traditional health care products, in line with growing consumer demand for ecological and responsible products.

Decrease means reducing the use of dangerous chemical elements in the preparation of FANA-EC. By using natural components such as eugenol, the danger linked to chemical substances that could be harmful is significantly reduced. In addition, we improve already safe and effective products to perfect their properties, removing possible components that could pose dangers to employees, consumers and the environment. This refinement method ensures that FANA-EC is not only efficient, but also safe for all participants in its production and consumption process.

Finally, the principle of substitution allows the brand to modify the composition of the product with the aim of using alternative ingredients that have the same advantageous properties, but are even safer for all concerned and strengthen the ethical and trustworthy reputation of FANA-EC as a company dedicated to social responsibility and health

This adaptable method in the composition of the product ensures a great capacity to react to regulatory changes and the opportunity to constantly innovate.

To conclude, FANA-EC not only offers a responsible and effective health option, but also aligns with the ethical and scientific principles that guide the creation of sustainable products in the 21st century.

This project shows that a product can be developed that protects both the consumer and the planet, based on firm scientific principles that promote the reduction of the impact on the environment, safety in its use and the commitment to constant improvement. With a marketing strategy focused on consumer education and a robust marketing strategy, FANA-EC is well positioned to become a benchmark in the market for natural and sustainable health products.

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