

THE COMPETITIVE ENVIRONMENT FOR THE PAPER INDUSTRY IN
IRELAND AND GERMANY

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THE COMPETITIVE ENVIRONMENT FOR THE PAPER INDUSTRY IN
IRELAND AND GERMANY

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INTRODUCTION

First of all I would like to introduce myself. My name is Natasa Anna Mérai. As a BA student at the Budapest Business University, I am now writing my thesis. My major is international management, and the specializations include international business development. I used corporate economics as the foundation for my thesis topic. My studies and my future goals are directly tied to this curriculum. Péter Renner taught this subject in the first semester, therefore I decided to use him as an internal consultant for my thesis. Since this subject is personally very important to me, I'd like to support firms and startups that will benefit from it in the future.

The importance of overseas commerce, including competitiveness, is rising in today's globalized world. This is also true within the European Union, where the removal of customs borders has enhanced intra-EU trade and increased market opportunities.

For the Hungarian economy the most important thing is to go viral and have an overseas production. That is why many Hungarian small sized companies tries to do some export activity. But unfortunately, half of them do not know how to do that or how to come up with a strategy. That is why I have chosen environmental analyzation and I can give some information to Nati-Pack Ltd. about the target markets and its strategy. My aim is to give the company the success of stepping into the internationalized competition field.

To help Nati-pack Kft. to make strategic decisions, I picked the competitive environment study as the subject of my thesis. By doing so, I can give the company relevant information about the chosen target markets. By examining two potential target countries (Germany and Ireland) and discovering the key to a fruitful market entry, my goal is to help the company succeed in the international market. In the end I will choose one of them, which is the better country and give the company not the easiest, but the smartest starter pack for the internationalization move.

In my thesis, I will outline the procedures I took to get the data I needed, the theories I used to analyze the competitive environment of the target national economy, the rivals I identified, and potential competing tactics.

The reason why I chose these two countries is very simple. The European Union had been making rules of use of plastic and beverages and several personal used stuff. These kinds of materials and those which contain any kind of plastic will be forbidden to use and sell from

2023. Germany wants to use glass in the fast-food restaurants and in the movie theaters, so that means no paper cups will be used in these sectors. Meanwhile in Ireland has set up a VAT based system. All people will pay 0,20 EUR for all the paper cups they bought and use soon. They will accept the PE and the PLA coated cups. Ireland offers VAT free of VAT low regulated rules in this sector. (T.E, 2019)

Unfortunately, soon the convenient functions will be gone. I refer to the basic shopping, you must bring your own shopping bags or in Germany your own cups or re-cups which are also made of plastic. The supply and demand will have a huge difference and it won't work in the long run. That will affect the GDP as well. 90 percent of the demand will have fallen and the consumption of peoples drinking habits will also fall. It can happen that humanity will adapt to this huge change, but I am not so sure about that. (Braun, 2021)

So, in brief, I give Nati-Pack Kft. some material with the analyses I prepared, that offers important information about the competitive landscape in the chosen areas and how the business may improve its competitiveness. I make all these efforts with the specific intent of assisting the business in expanding its export operations.

1. AIM OF THE RESEARCH

The paper industry is getting bigger and bigger through every year. This can also be supported by what the family company says, as it has more orders month by month and the requested quantity is larger. In every country the paper cups or any paper-based products are existing and growing, because of the population is growing as well. The European Union and their member states are differed from each other's in so many ways. I wanted to choose the two main leading country in the paper industry and compare them. Both countries are members of the EU, but they have different countries leading rules or have a whole new society, method of thinking.

In connection with the paper industry and paper cup manufacturing and its business, there are so many variations, which can lead to a huge supply on the market. The paper cup itself and its regular use are a part of our lives in various ways. It is necessary to compare the two nations Germany and Ireland, because I would like to give the best place where the Nati-Pack Ltd. wants to go and be productive. Home to the two major market leaders in terms of both prospects and individual enterprises. At the conclusion of my thesis, I would like to have a result that demonstrates which country and why it is the one where there may be more competing businesses, but where entry into the foreign market is still available with a small starting capital as so has the Nati-Pack Ltd.

1.1.METHODOLOGY

During my analysis as so the PEST analyzation, I use primary and secondary data collection methods to prepare my thesis, so it is advisable to clarify these concepts for the reader.

Primary research

An on-site research technique, also referred to as field research, that produces primary, unique, and current data.

To solve the given problem and shed light on a murky area, main (or primary) data is gathered. Primary data is anything that is current, undiscovered, and cannot be learned from secondary research, and I gather it particularly to address a certain issue. I employ the technique of oral personal interviews with in-depth interviews to create my thesis.

Secondary research

Statistical data, analyses, forecasts, laws, and other content data that have already been collected, published, and made available by others for other purposes make up the information discovered through secondary research. These data may come from external sources or, alternately, from internal company data sources such as data provided by the company itself.

When secondary data sources have been exhausted, it is worthwhile to move on to gathering primary data. Following this arrangement is beneficial because it makes it simpler to ask specific questions during primary research in the areas of interest if the secondary data is adequate based on the information gathered.

The process of developing my thesis

I would like to produce this solid report that clarifies the competitive landscape in the chosen target markets. The steps taken in creating the analysis:

- The Nati-Pack Ltd. analyzation
- Identification of past and current import and export activities
- Exploring the competitive environment
- Industry and competitor analysis in the respective countries

1.2.PESTEL ANALYSIS

The PESTEL study is the most appropriate method for this subject because it allows for a comparison of the two nations' economies and worldwide positions. To be able to represent this in detail in to the two countries, the PESTEL analysis itself must first be interpreted.

The fact that all national economic environments are made up of levels that are stacked on top of one another characterizes them all equally. The actions of businesses are influenced by several elements in each layer, which can be investigated using various analysis techniques. As a result of this, it is best to look at each level separately in order to show how the layers affect both the organization and one another.

I am going to focus and concentrate on the PESTEL. In Germany and in Ireland the best way to analyze a country is this method, also how the companies work, what data should we get to know, in light of this and how the data's influence the decision of my company.

The steps to get to know the competitors-identification, the profiles definition, information gathering, comparison and evaluation and last, but not least to get a conclusion of it. The benchmarking steps are the following-field, competitors analyzation, data gathering, conclusion. The examination of the given national environment is essential for the proper competition strategy of economic organizations. To set up the macroeconomic factors and get the answer for the main question. Is it worth to going international?

We are determining the most significant developments in the relevant nation; we may start to analyze the broad environment of economic organizations. This is required to identify the industry affecting elements and assess how much and in what direction (positive or negative) they will influence the industry and the company's future.

The PESTEL model application facilitates the creation of such an analysis. The initial letters of the English abbreviation for the terms political, economic, social (cultural), technical, environmental, and legal make up the acronym **PESTEL**. (Hajnalka, 2014)

Political background

Political circumstances have a significant impact on how economies develop, and these factors also have an impact on corporate life. Since operating circumstances are better in a nation with a stable political background, as well as the contrary being true, the political stability of an economy is crucial for the enterprises functioning there.

It is crucial to learn what regulations (taxes, contributions, and levies) apply to public transportation in the target market. The amount of taxes paid essentially dictates how the company's revenues develop, for instance, a potential tax rise results in a decline in earnings. However, the tax cut may make the atmosphere more inviting for the launch of new companies, increasing the likelihood that there will be more rivals. The company's profitability will increase if it is possible to get non-refundable state subsidies or tax incentives.

Trade policy goals must be understood by any company involved in international trading since they indicate how open or closed a nation's trade system is. It is simpler to sell to a nation's if its market is more open to trade. Other political tendencies, such as economic policy, can also be considered in addition to those already stated to determine the path in which the nation will evolve.

Economical background

Examining the patterns of macroeconomic processes and their impacts on the firm are essential when examining the industry's environment. The rise of the GDP reveals the performance and rate of economic expansion of the nation. Conclusions regarding the future course of the economy and the susceptibility of the sector to changes in GDP can be formed from this data. It is possible to determine how much demand there is for a specific product in the target market as well as how likely it is for the company to make a profit based on information about its commercial trends.

Social background

Consumer behavior affects which economic areas are profitable. The function of an accelerated lifestyle is one illustration of this. Nowadays, quick service is required for every purchase because everyone is pressed for time. This has led to an increase in the use of paper industry items, such as coffee cups, and the use of takeout coffee by travelers.

Technological background

It is important to look at the country's R&D expenditures when examining the technological environment since they show how willing the businesses operating there are to make investments in new technologies.

There is a significant merging of these two variables nowadays since technology advancements must be in strong harmony with environmental protection.

Environmental background

Since people have learned how crucial it is to safeguard our environment, new laws, theories, and technological advancements are being developed to preserve the environment and reduce the release of harmful elements.

As I do my research, I work to be able to infer implications for the paper sector from the national economies' environmental protection strategies.

Legal background

Considering the thesis, it is beneficial to be aware of the legal framework in which it is possible to enter the market to make the challenges of publication obvious. Even quality and raw material standards that are different from domestic laws can be limiting considerations. These constitute additional expenditures for the business because they must be considered in order to meet the criteria.

2. COMPETITION FIELD

The actual competition environment takes part in or has integrated itself into the PESTEL analysis. The growth process itself might grow the technological environment. Other businesses come up with an idea or collaborate with a certain business. It is important to consider both domestic and foreign competition in order for a business to be able to function in a distinctive fashion.

Knowing the level of competition in the target market is very helpful in many situations. If a firm is not properly informed about the competitive environment, it may make poor decisions regarding how it will appear on the market, which may make the strategy impossible or, in extreme cases, result in the company's demise.

The concentration of competing companies must be evaluated while examining the competition within the industry. This assessment aids in determining which companies dominate the industry and to what extent.

During the analysis, we must also consider the significance of economies of scale, as this element has a significant impact on the economic operation of businesses and, consequently, their profitability. (Tayeb, 2000)

The distinct nature of items is a crucial component for consumers in some industries (like computer technology), thus it's critical to assess how much of a role it plays in the study. Market entrance obstacles, which can be physical (such as high capital needs) or non-physical (such as regulatory restrictions), have an impact on industry competition (e.g. expertise).

Threats of new entrance

A fresh entry into the market of an industry is considered to be export activity or even the formation of a foreign firm.

The following considerations should be used when evaluating the threat posed by new competitors:

- Value of an affordable series size
- the significance of product differentiation
- investment requirements for entry
- transition costs (which occur when the business incurs additional costs as a result of switching from the goods of an old supplier to a new supplier)
- access to distribution channels
- entry barriers independent of size and capital availability (e.g.: use of own production technology)
- favorable access to raw materials
- favorable sales location; or government subsidies. Usually, these cannot be obtained again, or there is a question of entitlement involved in their acquisition
- Administration policy

The threats of the substitute products manufacturers

Products that can fulfill the same tasks as a certain industry's product are considered substitutes. You must determine how many businesses in the area produce the same thing as the Nati-Pack Ltd.

Bargaining power of the buyers

The ability of purchasers to negotiate is an important feature since they want to be able to buy as many or as many things as they can at the most affordable price. If there are many buyers or just a few monopolies in the market, it needs to be investigated.

Customers' price sensitivity must also be taken into account during the analysis. The quality of the customer's product or service is frequently greatly influenced by the products of our business in the paper industry, increasing the customer's price sensitivity. For instance, it is crucial that the instrument measures precisely in technical inspections to arrive at the right values. The evolution of competition is also influenced by consumer awareness. A buyer is in a good position to negotiate when they are fully informed on market prices, suppliers' expenses, and market demand.

In a market where numerous similar businesses compete with one another; consumers could find themselves in a position where switching suppliers is simple. This is true for the paper business as well, since many people produce or sell this particular equipment.

Suppliers bargaining power

Suppliers are also able to negotiate with businesses in a particular industry because, by raising the price of the goods and services they offer, they can give the business serious pricing problems and, if the business is unable to enforce the cost surplus in its own prices, they can even have a negative impact on the profitability of the sector.

Suppliers will set terms, quality standards, and price ranges in sectors with few suppliers. The more suppliers who are active in the market, the more this situation is being remedied. Suppliers with the ability to sell the paper sector low-quality, small-quantity goods have the most negotiating leverage. However, if the sector is a significant consumer, suppliers will likewise lower prices in an effort to attract customers.

Operational environment system

If I examine the operational environment, I try to determine which of the competitors active in a certain market are the company's true rivals. Most of the time, there are fewer actual competitors for a company than there are overall. It is crucial to look for true competitors whom the company finds an equal opponent in because copying the strategy of poorly identified rivals is more misleading than advantageous for the company.

To find true adversaries, I will employ strategic group analysis. The strategic group is made up of businesses that cater to the same market niche, are influenced by the same variables, and share similar traits and capabilities. By creating a strategic map, the company's strategic group may be identified. On the strategic map, potential industry rivals can be depicted. Two deciding elements can be chosen, and the representation can then be realized.

Benchmarking

The goal of the competitor analysis is to locate actual rivals, expose their advantages and disadvantages, and forecast their future market activity so that the business can take them into

account when making strategic decisions. Finding competitive advantages and disadvantages aids in deciding on a strategic course of action and identifies potential improvement opportunities.

The following procedures can be used to analyze competitor profiles:

- Finding competitors
- identifying the comparative features of competitor profiles
- learning about competitors
- comparing and analyzing information
- and arriving at conclusions.

The benchmarking methodology's focus is on examining best practices of rivals and contrasting them with those of Nati-Pack Kft. Its goal is to provide me with lessons that will enable me to identify potential areas for improvement that will help the business become more successful and efficient. Finding and using good examples might also be another objective of the benchmark analysis.

The following steps can be used for competitor benchmarking:

- Choosing the primary components of the area that will be the focus of the benchmark analysis
- The identification of potential rivals.
- Data gathering
- Analyzing gathered data and making judgments.

3. THE PAPER INDUSTRY SITUATIONAL ANALYSIS AS SO THE NATI-PACK LTD.

Paper cup industry background

Paper cups were developed as a life-saving technology in the early twentieth century, and they continue to provide the same health and safety benefits today. Staying clean and safe is at the top of everyone's mind as the world learns to live with and cope with the coronavirus. At first glance, it may appear that the paper cups we use today have nothing to do with the current situation. However, a quick look at its history reveals that this functional product was created during a similar crisis and has since been a hygienic choice.

Food trends influenced the design of disposable cups significantly in the 1980s. Cappuccinos, lattes, and cafe mochas with a frothy crown became increasingly popular among Americans. Paper cups are now used to hold food items such as ice cream and soups as well as hot and cold beverages such as coffee or tea. Paper cups can be found in any office, fast food restaurant, large sporting event, or music festival.

Nowadays in the 2020's these paper cups are manufactured by foodservice paperboard which is transformed into reels. The reels are printed and carefully cut into cup sidewall blanks. The blanks are fed into cup-forming machines, which shape them into cups and add the bottom. Heat is applied to the seams of the cups to make them liquid proof.

The Nati-Pack Ltd. recognized that Paper cups are a more environmentally friendly option because they can be recycled, whereas single-use plastic cups are harmful to the environment. Many paper cup manufacturers and suppliers encourage consumers to use paper cups because they are more environmentally friendly than plastic cups. For various uses, they create paper cups in various sizes. There are people who pour the coffee into it, customers who use it to serve take-out soups and sauces, ice cream cups, and so on. Prior to the European Union's tighter regulations, clients had a choice between two types of raw materials; however, the company now only sells paper cups with a unique coating that is 100% biodegradable. (Comission, 2022)

3.1.NATI-PACK LTD.

Some basic information about the company. It is a 100 percent Hungarian and family-owned enterprise, which was formed in 2000. The main activity of the company is cartons and its adaptation, manufacturing tool wraps. In 2010 the paper cups and other disposable and bridgeable environmental products were set in in the making list and what the company has to offer for the people. The base material of the products is eco-friendly and reusable, and it is plastic free.

The main aim and goal were to serve the little/ not playing in the big field kind of customers within good prices and qualities. So that is why they can and are willing to produce paper cups from 5000 pieces with different styles, sizes, graphics and so on.

The company's motivation is very simple. The number one aim is to go viral and do more export related deals and they want to expand into the international level. Thereby they can gain more profit and if the market expansion is happening, they probably get to know new people, which gives the company more business partners and relationships.

I asked the person who is in charge of leading the company about the chances of going international and she said that We can profit from the kind of decision. Of course, we must be more competitive and more determined to take this huge step, but I think we have the fund capital we can make it work. We demonstrate the good and reliable materials with quality and the eco-friendly processes. In connection with the paper cups and how they expanded the company they have had the chance to work for Germany, France, Poland, Norwegia. The big brands were the following: Unilever, Jacobs Douwes Egberts, HELL Energy, Ice'n'go, AVIA petrol, Nissan, Hard Rock Café, Morgan, MacDermid Alpha, EMAG, Nivea and more.

They did get the Bisnode AAA+. The AAA grade considers several factors to determine which companies in Hungary are statistically the most reliable. Having a triple A, double A, or even an A rating not only enhances your reputation but also serves as a great indicator to suppliers of your financial stability, a signal to rival businesses or even to your overseas investors of the stability of your company in the Hungarian market. Additionally, you might convey to your consumers that your company carries less danger and is thus a good choice for business or imply confidence for your staff. It is essential when considering expanding the company

because it gives us the fact that the Nati-Pack Ltd. has the financial stability and the profit though each year, as so have the chance to stay “alive” when it comes to moving abroad. (Bradstreet, 2022)

Export orientation for the company

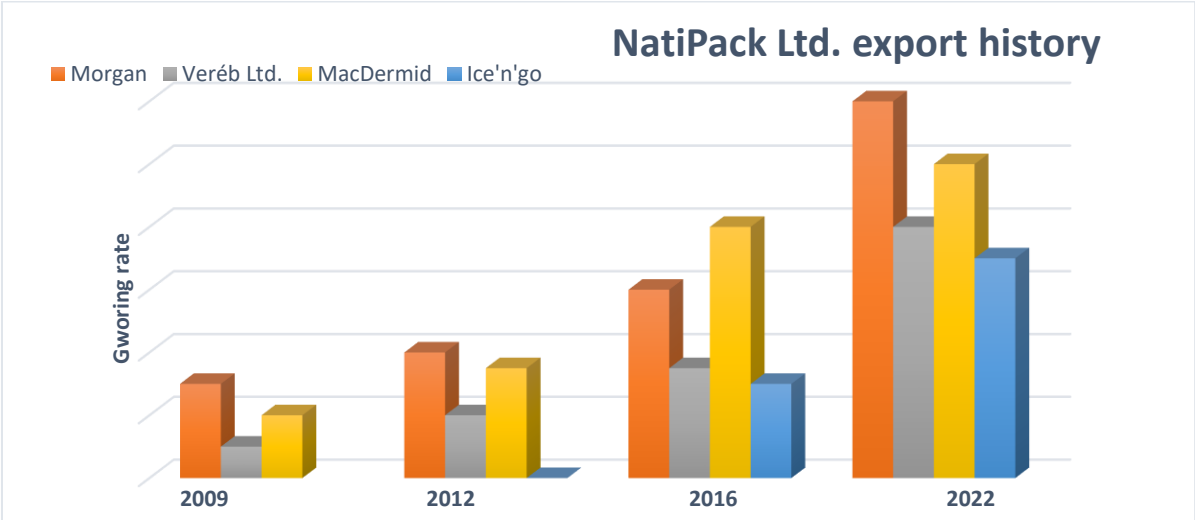


Chart 1: Nati-Pack Ltd. export history

Source: Nati-Pack Ltd. data base (Falu, 2022)

The company started to deal with export activity when the company was about 9 year “old”. After the financial crisis in 2008 every company all around the world had to start to climb the profitability ladder again. They started to work with some subsidiary companies in Hungary, but the base main companies are founded in the United Kingdom. The company is called Morgan Ltd. They were able to sell three distinct types of paper boxes in various sizes abroad with the assistance of this business. They gradually succeeded in exporting bigger quantities to England month by month despite the severe financial situation. This led to an increase of sales in the targeted nations.

Then in 2012 when the countries started to gain strength again, the Nati-Pack Ltd. started to collaborate with some intermediaries such as with the Veréb Ltd. They produce thousands of paper boxes to Germany. It was working for a while, but they wanted to do something bigger and more challenging. As a result, they began to develop an online storefront that can deliver the ordered goods, such as paper cups and boxes, to all of the major cities in the European

Union. The difference became apparent at both the income and production levels within a few weeks.

In the year of 2016 an American subsidiary wanted to get a contract with Nati-Pack Ltd. Which contains that this company will produce the wrapping boxes for the company. The McDermid Alpha Hungary Ltd. produces different kinds of pastes for the automobile and the IT sector as well. They work with chemicals, so it is necessary to have a packaging material of high quality and environmentally friendly for the shipping and the transportation.

In this year, in 2022 the company will get the chance to work with the company called Ice'n'go which is an ice cream making factory in the European Union. They came to an agreement to exchange multiple paper cup manufacturing machines, together with the related raw ingredients and printing supplies, over a five-year period. Nearly all EU nations receive deliveries of glasses, and from February to October, glasses are produced monthly. The other months are used for maintenance, which is how the next year's error-free output is produced.

They intend to collaborate with numerous big and small businesses in the future, whether internationally or through resellers. The company's goal is to gain a little better reputation abroad, initially within the European Union; thus it is not just recognized by Hungarians as a rival.

Import orientation of the company

90% of the raw materials used by the company for the paper boxes are from Hungary. It has always been under contract with a company called Dunapack Ltd. On a weekly basis, various types of paper box materials are delivered. The raw material for the paper cups comes from Finland, the 10%, from a company called Metsaboard, with whom the company has a 5-year contract. On a monthly basis, they deliver larger quantities of goods.

The paper cup machines and parts are manufactured in China. The company must purchase these parts 1-2 times per year, when there is a major maintenance, they have to replace all broken and unrepairable devices can only be replaced.

Interview (2022)

I had numerous conversations with Nati-Pack Ltd.'s manager while I was working on my thesis. online multiple times and once in person. I jotted down a few inquiries that may be pertinent to my thesis during our conversations. I got responses from the interviews that support several hypotheses. These would be the following, which the manager shared with me along with her knowledge and judgment. I will write only the main sentences, what she had told me.

- Even if it takes several years until the buyer receives it, the recycling method of paper in today's world is getting worse and worse, so there is no suitable raw material. COVID-19 probably had and still does have a significant impact on this.
- For a specific firm to be able to grow and flourish over a certain level, expanding abroad is necessary. It's worth a go if you have the means and the motivation.
- Despite the fact that the PE-coated paper cups are environmentally beneficial and biodegradable, the European Union will outlaw their use. The government of Hungary extends a grace period until 2023. Ireland, however, is able to produce and recycle paper as long as it adheres to the necessary standards.
- The Plastic in Product logo must show up in every paper cups. The label doesn't specify whether a cup is recyclable, biodegradable, or not, and it doesn't mention how recyclable or compostable the cup is.
- Small and medium-sized enterprises in Hungary can grow nicely a faster, but not at the same rate as large multinational corporations can gain profit and reputation. Every small family business should dare to step in and try internationalization in any form if they have the initial financial capital and a little courage. However, if the company's current situation is satisfactory and this is not the immediate goal, try to improve in order to maintain the business level. The paper industry evolves on a daily basis, and the laws governing it vary by country.
- The Metsa Board company, which is already based in Finland, has been required to supply the raw material to the raw material user companies for numerous years, including Nati-Pack Ltd. They are no longer a part of this supply chain since they are unable to adapt to change. In order to protect itself in the event that it runs out of the raw materials or components required for its production, any business involved in this narrows the scope of its clientele. (Falu, Paper industry, 2022)

4. GERMANY'S COMPETITION FIELD STRATEGICAL ANALYZATION

4.1. THE PESTEL ANALYZATION FOR GERMANY

As I stated at the outset of my thesis, I will examine and compare the states using PESTEL analysis. I will examine each letter by country.

Political background

Germany is a federal republic with a parliamentary system. The leader of the government is the chancellor. The president's duties are essentially those of a representative. The nation is divided into 16 federal states, each of which has its own constitution and a fair amount of internal autonomy.

The primary goal of the German branch's trade policy is the development of trade tools and technologies to effectively protect and increase openness and fairness in business life, as well as the development of trade policy and other priorities such as specific industries. All of this creates a good-sounding business environment for the company, with duty-free borders, because it is easier to enforce trade regulations in an economy with freer trade regulations. This makes it easier to enter the business market, but it may also increase the number of competitors. If economic cooperation is established, the agreement can have a positive impact on the creation of more profitable trade conditions and, as a result, the company's intercontinental appearance. Germany uses the EURO as its official currency because it is an EU member. Hungary is also an European Union member, uses HUF as in official currency. The result of the daily rates there can be financial and commercial challenges. However, this issue might be resolved if Nati-Pack Ltd. is allowed to accept and use euros for transactions offline as well as online.

Economical background

Industry (23.4%), public administration, national defense, education, human health and social care (19.4%), wholesale and retail commerce, commodities and passenger transport, as well as lodging services and hospitality (15.8%), were the most significant sectors of the German economy in 2020.

53% of German exports are made for trade within the EU (8% to France and 7% to the Netherlands), and 9% are made for trade with nations outside the EU (8% to China and 9% to the United States). (European-Union, 2022)

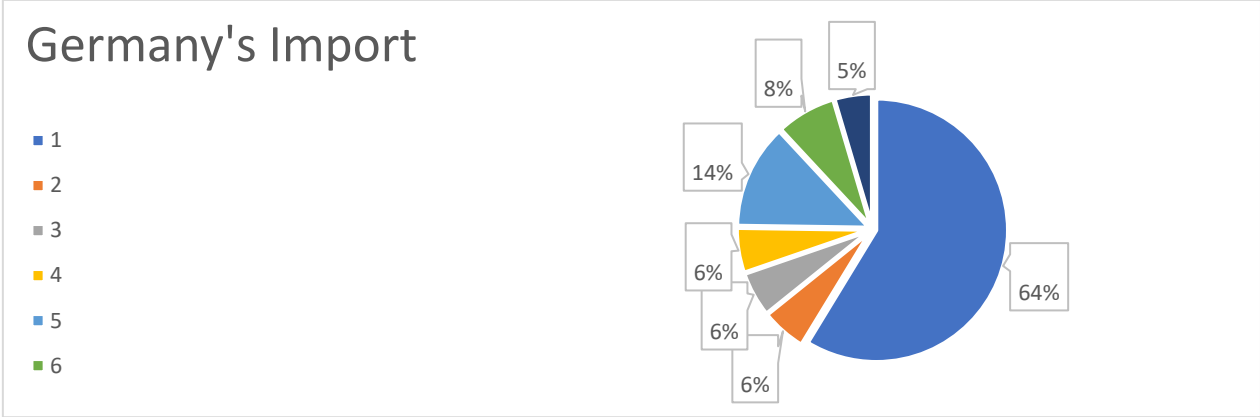


Chart 2: Germany's Import
Source: EU-Germany (Union, 2022)

Germany's imports can be broken down into different parties. These numbers are taken from the graph and are expressed as percentages.

As we can see Germany imports 64% of its goods from EU member states, including 14% from the Netherlands, 6% from France, and 6% each from Poland and Belgium. Regarding non-EU nations, 5% of goods are imported from the United States, and 8% of goods are imported from China. As a consequence of this, the paper industry products will have competing companies, allowing Nati-Pack Ltd. to sell to several European Union countries at the same time via a German company.

GDP development

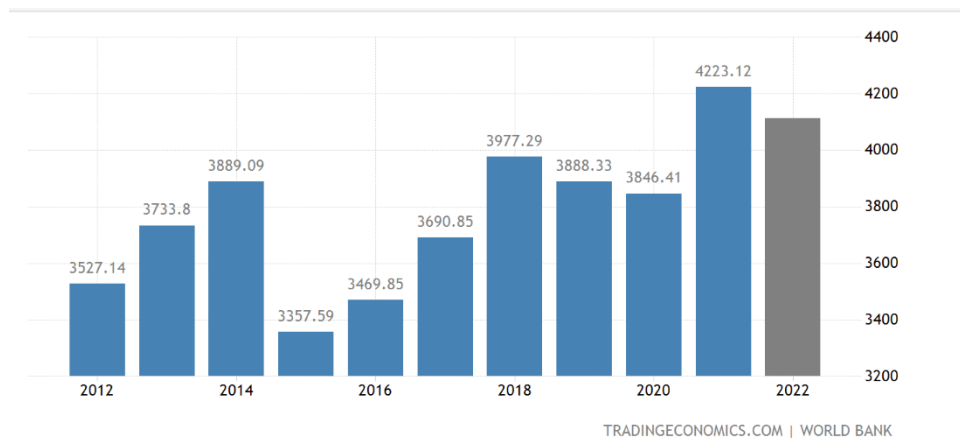


Chart 3: GDP in Germany

Source: Trading Economics (Economics, 2021)

GDP growth indicated a clear and significant economic expansion up to 2014, but in 2015, this pattern was interrupted, and a fall reminiscent of the financial crisis of 2008 can be seen. Another rebound is shown at 3977.29 by 2016–18. Then, like in all other nations, a further decline can be noticed in 2019 and 2020 because of COVID-19. Thus, the economic recovery didn't start until 2021. According to the data, Germany has a stable and favorable economic environment. This provides the fundamental security for the launch of new companies, the emergence of new brands, and the growth of commerce. (Economics, 2021)

Major economic sectors

In Germany, four industries predominate: automotive, mechanical engineering, chemical, and electrical. Volkswagen, Daimler, BMW (all automotive), BASF (chemical), and Siemens are the global players (electrical). There are some other economic sectors that have a huge impact on Germany's everyday life. These are the following- Agriculture, forestry, and fishery/ Construction/ Production industry/ Services.

Development of foreign trade turnover

Overall, in Germany a yearly foreign trade in exports is 1,379 billion euro. The import is about 1,204 billion euro. From all of this the profit or I can say the surplus is 174 billion euro in 2022 so far.

On a calendar and seasonally adjusted basis, German imports decreased by 2.3% and exports decreased by 0.5% in September 2022 compared to August 2022. The Federal Statistical Office (Destatis) also estimates that imports climbed by 30.7% and exports increased by 20.3% from September 2021, based on preliminary data.

The motor vehicles were the best-selling product in Germany in 2022. This has the effect that, China has become Germany's main trading partner. The final figures show that in 2021, Germany and the People's Republic of China traded goods worth 246.5 billion euros (exports and imports). The three major trading partners of Germany are the United States, China and France. (Destatis, 2022)

Social background

It is a capitalist social democracy with regulations and taxes that fund a wide range of social services. The "social market economy" of Germany is a hybrid of the more progressive Nordic Model and the American economic structure. Family, friends, and time away from work are important to Germans on top of their concentration on achieving economic success. They also realized that most Germans, young and old, still think about Germany's National Socialist past and the split of the nation until its reunification in 1990. This process of accepting the past has resulted in a live culture of memory as well as deeply ingrained principles like social solidarity and respect for diversity. (Germany, 2022)

Technological background

Germany ranked first as the most creative economy in the world in the most recent Global Competitiveness Report from the World Economic Forum, with a score of 87.5 out of 100 in the Innovation capability pillar, one of the 12 factors that determine a country's productivity. In the past, technological innovation has helped Germany experience inclusive economic growth. However, in more recent decades, this contribution has become less significant as a result of the waning influence of technical innovation on increases in worker productivity. Real labor compensation has been gradually reduced since the mid-1990s out of concern that this diminishing impact will reduce the economy's ability to compete on the global stage. This happened, among other things, as a result of the government's weakening of the social welfare state, outsourcing, and decreased fixed capital investment by the corporate sector. Rising

income and wealth disparities were the result. In comparison to the United States, the United Kingdom, and Canada, Germany experienced a higher increase in wage disparity between the mid-1990s and 2010.

Two major policy changes are advised in order to restore inclusive growth: first, putting in place suitable social welfare programs to make up for lost income; and second, enhancing the ability of technological innovation to increase labor productivity. This essay identifies three factors: historical legacies, educational system flaws, and entrepreneurial stagnation as to why technical innovation has become less and less productive.

It will take a more varied education system, more robust active labor market policies, better immigration regulations, and more competitive markets to improve the impact of technical advancements on labor productivity growth. Coordination of these principles shows the need for an effective industrial innovation policy. (Naudé, 2017)

Legal background

In other words, law on foreigners. It is essential to look from this point of view. Foreigners' entry, residence, employment, and termination of residence are all governed by the Residence Act. It helps to restrict and mitigate the influx of foreign nationals into the Federal Republic of Germany in this way. The Residence Act also covers actions taken to advance the more important policy objective of fostering immigrants' integration. Diplomats and family members of EU citizens who have the right to free movement are not covered by the Residence Act.

Eco-consciousness

The use of renewable energy is also becoming increasingly important in the production of paper cups. Priority actions include using biodegradable raw materials and recycling reusable materials and the reduction of CO₂ emission. The given company must meet rigid regulations and is subject to a variety of permits. As a result, the demand for companies dealing with this is increasing, which is good news for Nati-Pack Kft., because increased foreign demand for the company's products means greater business success and a stronger reputation.

4.2.THE GERMAN PAPER INDUSTRY, PECULIARITIES

During my research, I discovered many companies with similar activity profiles to Nati-Pack Kft. In comparison to our country, where the number is less than 10, Germany has a much more concentrated market. Huhtamaki is one of the two larger companies, and Stora Enso, the company that produces raw materials for them, is the market leader in Germany. It came to 3.6 billion euros.

Economic size is an important consideration. Unfortunately, Nati-pack Kft. operates with a relatively low selling price, but if it wants to sell abroad, it must raise the price to cover operating costs. So currently Nati-Pack Ltd. it could only enter the German market through export activities. Since every new entrant must deal with the start-up expenses and the size of the sales volume, from which it can be established whether it is worthwhile to appear on the market or not, the necessity of economies of scale also becomes apparent in this situation. As a result, the emergence of new rivals is constrained by this.

As I previously stated, product price and quality are more of a limiting issue than product differentiation. This thus creates ideal circumstances for the establishment of new paper sector businesses. Additionally, the German partners claim that due to Central and Eastern European manufacturers' ability to produce glasses of the same high quality, the market is opening up to them more and more. Another key factor is the price sensitivity of consumers, who anticipate paying a modest amount for high-quality goods.

Consumers can be identified by their awareness. Additionally, Germany has the necessary websites from which to access business information. They are also aware of the costs associated with the goods. Given the large number of businesses that sell paper goods, customers can easily switch suppliers. If the product from the given distributor is out-of-date or does not completely fulfill the function that the customer expects, the substitutability of the products by itself may cause some disruption. (Product that is flawed or permeable to liquids)

Huhtamaki and Stora Enso company

As the market leader in Germany and the main rival, I'll introduce the Huhtamaki company and the business that provides it with raw materials below. Nati-Pack Kft. and I can see the issues

the business is facing in this way. They have been in business for 100 years and have a strong Nordic tradition. They operate in 38 countries and 114 sites worldwide. Huhtamaki engages 19,600 workers to produce intelligent packaging of the future.

Their 3.6 billion euros in 2021 net sales were entire. The parent business, Huhtamäki Oyj, is traded on Nasdaq Helsinki Ltd., and Huhtamaki Group's headquarters are in Espoo, Finland. They are in a good position to support our customers' expansion wherever they are active because of their extensive global network of manufacturing and sales facilities. Huhtamaki develops and provides packaging solutions for customers worldwide, allowing convenience and wellbeing, by mastering three unique technologies that is divided into three business segments. In Ronsberg, Germany, there is a Huhtamaki subsidiary that sells trustworthy, high-quality goods. By doing this, it maintains a level of service consistent with the parent company's stellar reputation. The company employs about 1,000 workers as of the most recent data. (Smith, 2020)

Products:

- flexible packaging materials
- tube lamination
- stand-up pouches
- soup cube packaging
- gravure printing
- ink production
- paper cup/ container (in different sizes)

As we can see, the company offers a wide variety of products, and it is equipped to handle every size and type of paper cup.

Marketing tools:

- online platform
- coffee exhibitions

Stora Enso, a major player in the global bioeconomy and one of the largest private forest owners in the world, is a prominent supplier of renewable products in the areas of packaging,

biomaterials, wooden construction, and paper. This firm belief is that all modern fossil-based materials can be produced from trees. About 22,000 people work for Stora Enso, and in 2021, we had sales of 10.2 billion euros. (Huhtamaki, 2022)

Launch of an industrial-scale paper cup recycling initiative in Europe by Huhtamaki and Stora Enso. Huhtamaki and Stora Enso have teamed up to introduce The Cup Collective, a brand-new program for recycling paper cups. The scheme, which is the first of its type in Europe, intends to industrially recycle used paper cups and capitalize on their worth. The initiative will initially be deployed throughout the Benelux. The Cup Collective has issued an open appeal for partners from across the supply chain to become engaged in working towards a systematic European solution with the goal of establishing new standards for paper cup collecting and recycling in Europe. (Huhtamaki, 2022)

Summary of the German competitors

As I have stated, this business dominates and stands out in Germany in this market. Therefore, Nati-pack Ltd.'s main challenge is this corporation. This company has a significant global reach and influence. Currently, he is the only one that distributes paper cup items entirely. The parent firm, the Stora Enso raw material processing company in Finland, has an unblemished image that serves as the cornerstone of its success because it is the only business that consistently supplies raw materials to this business. (Enso.com, 2022)

5. IRELAND'S COMPETITION FIELD STRATEGICAL ANALYZATION

5.1. PESTEL ANALYZATION FOR IRELAND

I am going to analyze the country also with PESTEL.

Political background

Scandals in the government are uncommon in the democratic nation of Ireland because of its stable political structure. Because of the regularly shifting political landscape, the corporation need not be concerned that the government would frequently alter technical rules, standards, or the course of the nation's development. A stable political environment fosters the growth of trade and the creation of favorable conditions for business establishment. According to Nati-Pack Ltd., the stability of the commercial policy offers enticing business prospects and circumstances.

Ireland's market economy is very open. Through its involvement in international trade, it continuously tries to grow its economy. Its traditional commercial partners have been EU member states, particularly England, where over 45% of Irish exports are realized, explaining its dependence on that country. More recently, though, they have begun to open up to China, India, and South America. Accordingly, it might be worthwhile to use an English trade business's contact network to join the Irish market if the company is unable to do so directly through an Irish distributor. (Ireland, 2022)

Rescue from the economic crisis is the main objective of the most recent Irish economic policy for the years 2014 to 2020. In the previous strategy, the focus was on boosting the export of services in the expectation that the success of this industry would enhance their economy. Unfortunately, the plan fell short of expectations, and they had to accept that they needed a more convincing plan. Since it was discovered that the unemployment rate in the FDI and domestic distribution sectors is even lower than the statistics from 2000, they have now established the objective of lowering high unemployment.

Although the BRICS region only accounts for 5% of Irish exports, the strategy mentions consolidating export activities with Japan. As a result, less effort will be wasted on trading with

this region. The ideas recommend strengthening trade ties with long-standing trading partners before starting to expand trade with other regions.

Ireland uses the EURO as its official currency because it is a member of the European Union. Because the HUF is Hungary's official currency, there may be financial and commercial challenges because of the daily exchange rates' fast fluctuation. However, this issue might be resolved if Nati-Pack Ltd. is allowed to accept and use euros for transactions offline as well as online. (This is the same as the German equivalent.)

They established the so-called Exports Supremo organization, whose major function is to provide guidance and market analysis to regional exporters. The Irish export strategy is adamant about supporting the export endeavors of regional small and medium-sized businesses as well as the promotion of exportable goods and services to trading partners. All of this indicates that the nation wishes to prioritize export operations and make reforms, particularly in the services sector. Unfortunately, the trade strategy makes no mention of enlarging or removing restrictions on imports, thus it is expected that these developments will not take place. This indicates to the business that it does not anticipate a rise in demand for Irish goods in the future.

As you can see, Ireland lays a tremendous amount of attention on the growth of export-related activities because, due to regional conditions, this is where the majority of its income originates from. However, it does not have a separate national system for an abroad trade because the EU legislation governing international trade is universally followed. It is required to use the customs tariff of the Union in trade with non-member nations due to its membership in the European Union, which prevents it from imposing customs duties on other member states. As a result, the business benefits from being able to export test benches duty-free to Ireland.

Economical background

Ireland wants to foster an advantageous financial and economic environment to draw in investment. These objectives are the main focus of the government's economic development strategy, which it plans to use to help the sector. The growth of the economy, the improvement of industry-operating enterprises, and the development of new businesses can all benefit from an increase in investments. All of this holds true for the garage industry as well, so it is

reasonable to anticipate that in a thriving economic climate, the number of possible competitors and business partners would rise.

The corporate tax rate was lowered to 12.5% in 2003 in order to establish a favorable tax environment. The discount only applies to revenue from commerce; for income from other sources, the corporate tax rate is still 25%. In order to improve the status of commercial companies and foster the development of new commercial operations, the Irish government seeks to boost commercial activity by reducing taxes. Finding an appropriate distributor from the bigger pool of trade firms is simpler for Nati-Pack Ltd. In fact, by working with numerous middlemen, the company's sales to Ireland might expand. (O'Sullivan, 2021)

GDP

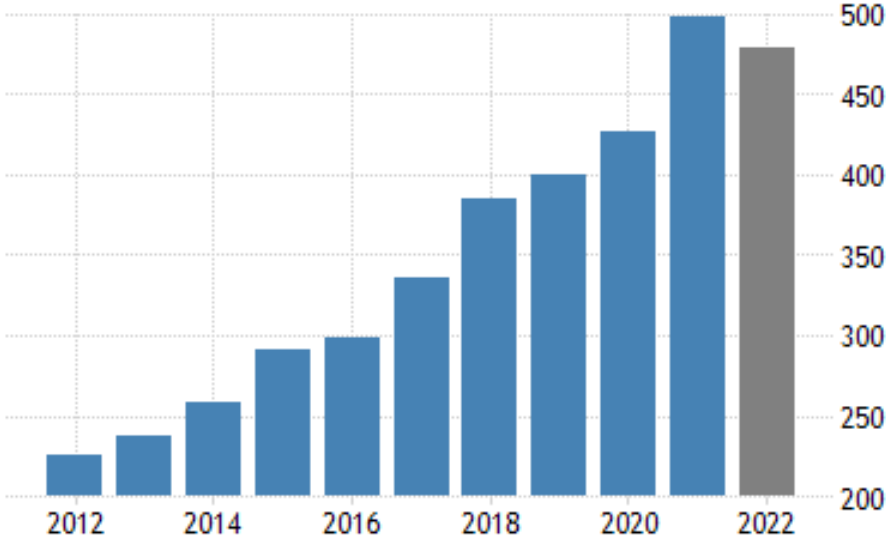


Chart 4: Ireland's GDP in 2022

Source: Trading Economics (Economics, 2021)

As we can see in the chart is that, since 2012, there has been constant growth; however, between 2015 and 2016, there was a period of stagnation. From 2018, its GDP value grew significantly once more. It peaked in 2021, but regrettably, in 2022 we can see a significant decline in the rate.

According to verified data from the World Bank, Ireland's GDP was valued at 498.56 billion US dollars in 2021. Ireland's GDP contributes 0.37 percent to the global economy. (Economics, 2021)

Major economic sectors

The major sectors are-agriculture, fishing, tourism, trade, and industry. Ireland trades in many sectors from their home country to all around the world. Which I will demonstrate to you with a chart.

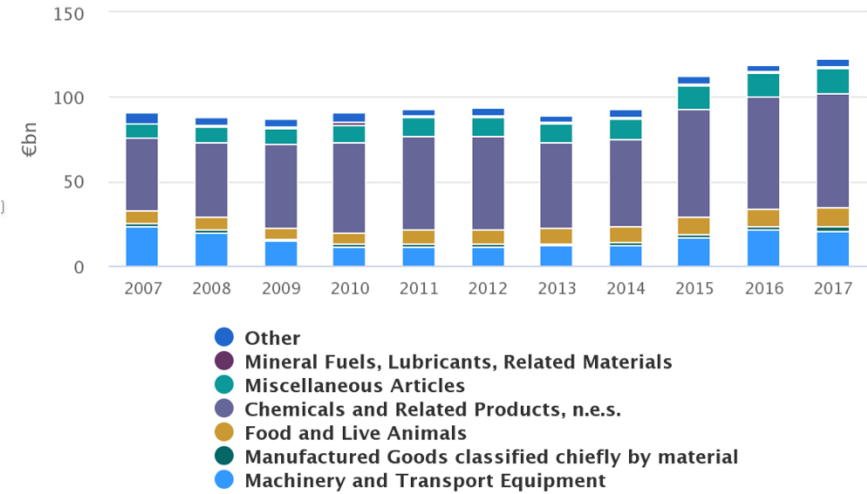


Chart 5: Ireland's Export

Source: CSO Ireland (-, 2022)

41%, or €32 billion, of commodities imported in 2017 were machinery and transport equipment (see Figure). Imports of Machinery and Transport Equipment from Ireland primarily consist of airplanes, including those acquired by domestic aviation leasing businesses.

Import

The top imports of Ireland are Planes, Helicopters, and/or Spacecraft (\$5.48B), Packaged Medicaments (\$4.14B), Vaccines, blood, antisera, toxins and cultures (\$4.06B), Computers (\$3.7B), and Nitrogen Heterocyclic Compounds (\$2.69B), importing mostly from United

Kingdom (\$26.8B), United States (\$12.6B), Germany (\$8.36B), Netherlands (\$5.03B), and China (\$4.89B). (Billion dollars/year) (-, 2022)

Ireland and Hungary connection

Office equipment, pharmaceuticals, electronic integrated circuits, and fragrance blends are the most significant Irish export goods that are appreciated in Hungary. Ireland imports the following items from Hungary: radios, cameras, dishwashers, and bottling equipment.

So, regrettably, it can be claimed that Hungary's contribution to the global paper sector is minimal. If Irish businesspeople and consumers harbor mistrust towards items from Central and Eastern Europe, this could become a disadvantage in the future. Additionally, this may reduce the company's market presence.

Development of foreign trade turnover

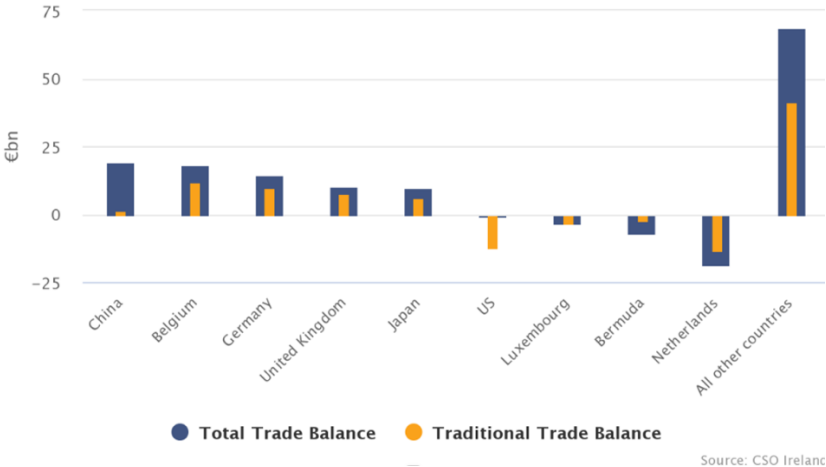


Chart 6: Ireland’s total and traditional trade and it’s balance

Source: CSO Ireland (McElvaney, 2022)

The value of all the products and services a country sells over a certain period is different from the value of all the goods and services it buys. This difference is known as the trade balance. Based on information from the CSO, we derive two metrics for Ireland's trade in goods and services in this paper.

One assessment determines Ireland's goods balance based mostly on the actual movement of items across borders, while the other does so using a change in ownership. For both metrics, the services trade balance is the same¹. The two measurements, referred to in this publication as Ireland's traditional and total trade balances, often follow the same pattern, with the exception of 2014 and 2015, when they varied.

A significant difference between the two trade balances was created by a dramatic divergence in 2015, and this difference remained significant in 2016 and 2017. As a result, the trade balance between Ireland and particular nations can differ greatly between the two measurements.

Ireland's top 5 trading partners are. United States, United Kingdom, Germany, China, and Belgium. (McElvaney, 2022)

Social background

Social hierarchies are often disliked in Ireland. Emphasis is placed on mate ship and egalitarianism. Wealth and education alone do not automatically confer status or deference upon a person. The Irish, on the other hand, favor emphasizing one's efforts and hard labor.

Technological background

Businesses nowadays must contend with an innovation demand that is always rising if they want to grow.

Ireland is presently regarded as one of the top places in the world for R&D investments, offering a perfect economic, political, and social environment for productive and successful R&D activities. The Irish government has concentrated on boosting research and development activities and luring them to the nation in order to bolster the economy. It plans to finance all of this with a historically large sum of 8.2 billion euros. High levels of R&D activity encourage the emergence of new enterprises or the union of existing businesses. This increases the likelihood of the corporation encountering new rivals or perhaps commercial partners with their assistance.

The Industrial Development Agency (IDA) in Ireland has the responsibility of luring in foreign capital, and it also contributes significantly to R&D advancements by giving financing monies. Regrettably, R&D efforts rarely involve public tendering opportunities. This is intriguing since

it significantly reduces the opportunities for enterprises to obtain tender money, which is in conflict with the Irish economic strategy's goal of boosting R&D activity. As a result, only a select few companies are able to successfully acquire tender funding, making it hard for a Hungarian company to succeed. More information is provided in the chapter on environmental regulations because technological advancements are closely related to EU environmental protection directives and regulations.

Ireland is an innovation hotspot where some of the most cutting-edge digital technology startups have emerged alongside major global tech players. With over 1,000 firms generating €35 billion in exports each year, one of the world's top tech clusters is the result of exceptional talent, brisk investment activity, and a recognized research base. Many Irish tech companies have established themselves as global leaders in their fields, supplying innovative, successful products to well-known multinational corporations in a variety of sectors, from HR to media, travel and manufacturing, financial services, social media and games, mobility, and project management.

Legal background

The main sources of law, the court structure and hierarchy, the judiciary and its appointment, and the general rules of civil and criminal litigation, including reporting restrictions, evidentiary requirements, the roles of the judge and counsel, burdens of proof, and penalties. Other important legal concepts include the constitution, system of government, and the general legislative process. (Allen, 2022)

Eco-consciousness

Ireland has the worst environmental performance among the 15 EU nations, according to the most recent Sustainable Progress Index (SPI), which Social Justice Ireland commissioned.

While some progress has been made in the past year, other nations are moving more quickly toward putting the UN sustainable development goals' environmental and climate action goals into practice (SDGs).

Ireland is ranked 11th overall in the SPI, which measures progress in the economy, society, and environment among 15 comparable EU nations. It is placed sixth in the social area and tenth in

the economic. Ireland makes every effort to recycle existing materials and release fewer hazardous pollutants. This nation participates in the observance of the relevant regulations because it is also an EU member. Because it is an island nation, it is not as easy.

5.2.IRELAND'S PAPER INDUSTRY, PECULIARITIES

I discovered a total of four businesses in the paper industry during my investigation that might be viewed as rivals. Due to the low number of businesses in the market, there is a medium concentration of competitors. The biggest of these is Huhtamaki subsidiary Printed Cups. Given that the repercussions of the economic crisis and the fact that England left the Union are still being felt in the nation, the size of the economic series is definitely a crucial consideration (BREXIT). As a result, they are compelled to make paper cups that are still reasonably priced yet can be made economically.

It is difficult to enter the paper industry market in spite of the country's open foreign trade policy. The main competitor would be Huhtamaki's subsidiary among the businesses named in the subheading. They have every product, every kind of product, and every piece of equipment that can be connected to them. It has a very diverse selection of products and clients as a result. However, to a lesser extent, it is also sold by the other 3 businesses.

For new entrants, the availability of printed mugs creates a high entry barrier. It is normal to anticipate that a new competitor will reduce the impact of other businesses. There may be a chance for Nati-Pack Ltd. to emerge with competitive pricing due to the sluggish market conditions, which may allow it to draw a clientele. The corporation should concentrate on breaking Irish customers' allegiance as a newcomer, as doing so will take a lot of time and money. Nati-Pack Ltd. sales's revenue for the previous year, or in 2021, topped HUF 500 million in profit, and more can be anticipated for this year at the year's end. After that, it can be claimed that a sizable sum of investment money must be gathered in order to enter the Irish market because a successful marketing campaign is the only way to attract customers there.

The Huhtamaki subsidiary's dominance will leave other distributors with little room, making it challenging and expensive for the company to get access to distribution channels. The company is also among the top market leaders in Hungary in terms of price-value ratio, making the acquisition possible at a more advantageous price. Given that we are dealing with a

biodegradable product, it will pass the test during the product inspection process, and the company complies with all laws and regulations.

Since many international businesses make pepper glasses in Ireland, the only uncertainty in this situation is whether the clients have the ability to quickly replace it. If a corporation has an impact on people's psychological sense, attachment

CupPrint and Brandpack, Think Greener and Printed Cups (subsidiary of Huhtamaki) company+benchmarking

So during my study, I only came across 4 competitors in Ireland. To help the company understand the level of competition, I will compare the paper sector companies that are active in the Irish market below. (Goldengapes.ie, 2022)

CupPrint

Terry Fox, a maker of printed paper cups, established CupPrint in 2009. With a background in high-speed commercial printing and packaging, he identified a problem with the way the printed paper cup sector operated: there was a mismatch between the equipment's capabilities and the market it catered to.

The equipment used in the sector gave very big cafe and coffee shop chains affordable possibilities. However, things weren't as economically advantageous when it came to the majority of the market, which consists of independent cafés and small chain coffee shops. The normal high-volume order requirements and lengthy lead times associated with mainstream equipment disadvantage these smaller enterprises in the marketplace. CupPrint set out to address these issues by relying on cutting-edge technology, some of which had never been applied to this sector of the market previously, such as 3D digital design preview capabilities. (Cupprint, 2022)

Products:

- double wall cups
- single wall cups

- ice cream cups
- lids
- recyclable and non-recyclable cups

Marketing:

- only at an online platform

Brandpack

In Dublin, Brandpack provides a complete range of innovative branding, packaging, signage, and printing services. Their comprehensive service offering covers everything you could possibly need, from brand identification to graphic and product design to print manufacturing and delivery. They are able to create custom label and packaging solutions that yield the highest returns by combining the potent elements of cutting-edge printing technologies, premium materials, and creative design. (Brandpack, 2022)

Products:

- labels
- stickers
- packaging tape
- boxes
- bags
- paper cups

Marketing:

- only online platform

Think Greener

Business-to-business service is the sector of the economy in which Think Greener operates. Ireland is the nation where Think Greener is based, and Dublin is where the business is based.

Unfortunately, that is all I could locate because I lack more information on the company's offer and products. (Pages, 2022)

Products:

- paper cups

Marketing:

- no existing what I could found

Printed Cups

As we can see, this business is a division of the Irish-based Huhtamaki. There isn't much to say about this company because it is identical to the Huhtamaki part that was written in Germany and can produce the same scheme and products.

Products:

- flexible packaging materials
- tube lamination
- stand-up pouches
- soup cube packaging
- gravure printing
- ink production
- paper cup/ container (in different sizes)

Marketing:

- only online platforms

Summary of the Irish Competitors

I compared four businesses using the same criteria as I did at the Germany part. What the company's history is, what items they can make, and what kinds of marketing strategies they employ. The Cup Print and the Printed Cups were the “winners”.

Both businesses quickly advanced to their current status. They are Ireland's adversaries. They have little influence and destroy little coffee businesses. Although not all products are advertised, both businesses have the potential to dominate their respective markets.

6. CONCLUSION

In this “last” chapter, I'll contrast the marketplaces in Germany and Ireland as well as the main rivals. Its main goal is to provide the study findings in a clear, succinct, and transparent manner so Nati-Pack Ltd. may use them as the foundation for creating its own competitive strategy. Since there is just one corporation in Germany that dominates the global market-Huhtamaki, it continues to be the biggest rival in that nation. It may take up to three days before all the paperwork is completed and Nati-Pack Ltd. may register as a new small business in the country, which is a little longer than what is typically done in terms of taxation. (BMI.de, 2022)

However, things were different in Ireland. There I analyzed 3 small and one medium-sized enterprises, just like with Germany. I took into account the product range, marketing tools, what the company achieved and to whom it sells. The Cup Print and The Printed cups were the best in this comparison. Both businesses are growing remarkably well and are able to design and produce new goods that adhere to the requirements set by the paper industry. They are able to create goods from raw materials that break down more quickly, reusing them more quickly and economically.

All the paperwork may be completed in a maximum of 12 hours in Ireland, where you can establish your own business or acquire a brand name and use it. They also receive a tax break from the state because the state supports recent immigrants and new small enterprises there. Purchasing a brand name and using it to conduct business operations is far more practical because it allows the business to capitalize on the supplied brand and make a profit. Unfortunately, I was unable to determine whether the two winning firms do this, but with more investigation, Nati-Pack Ltd. may also be able to resolve this. (Bijaoui, 2016)

So, to summarize my thesis, in my opinion, Ireland would be the location to which Nati-Pack Ltd. would expand, even if it were to run a small business, operate under a certain brand name, or even just deliver from Hungary. This is because Ireland is more appropriate in terms of the country analysis and comparing the companies present in the countries.

The company's ability to deliver goods to a foreign nation in addition to producing goods for domestic businesses would in every way boost its profitability and dependability. This is a significant stride for the organization, but I dare not presume that the quality and quantity won't

decline. Nati-Pack Ltd. will be able to develop a new plan with which they can easily compete in a foreign country and resolve potential issues with the available information by comparing these facts.

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Source: <https://www.irishtimes.com/news/environment/ireland-ranks-lowest-on-environment-in-latest-eu-progress-index-1.4494235>

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OECD.world (2022): Ireland's Import

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CupPrint Ltd.ie (2022): About the Cup Print Ltd.

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Yellowpages.net (2022): Think Greener Ltd.

Source: <https://www.yellowpages.net/profil,114556,think-greener,dublin.html>

Downloading date:2022.11.15

Interviews:

I was the interviewer and Katalin Falu was the interwee. The interview took place at Nati-Pack Ltd. for about 2 hours. 2022.10.15.

8. ABBREVIATIONS

Polylactic Acid	PLA
Sustainable Progress Index	SPI
Sustainable Development Goals	SDG
Industrial development agency	IDA

9. ATTACHMENTS

For the interview these are the following questions:

- What other options are there for the use and recycling of the glasses and paper products?
- What sources of raw materials can be taken into account for the manufacture of paper cups if they are presently prohibited by law?
- Do you need to put anything on the paper cups?
- What are your thoughts on the opportunities for small and medium-sized businesses in Hungary and abroad?
- Who are your suppliers, and what are your chances of purchasing raw materials from them in the future?
- What do you think the future challenges of this industry will be, and will there be a solution?
- What do you think the future challenges of this industry will be, and will there be a solution?
- What motivates you to expand internationally?

NYILATKOZAT

Alulírott MÉRAI NATÁSA..... büntetőjogi felelősségem tudatában nyilatkozom, hogy a szakdolgozatomban foglalt tények és adatok a valóságnak megfelelnek, és az abban leírtak a saját, önálló munkám eredményei.

A szakdolgozatban felhasznált adatokat a szerzői jogvédelem figyelembevételével alkalmaztam.

Ezen szakdolgozat semmilyen része nem került felhasználásra korábban oktatási intézmény más képzésén diplomaszerezés során.

Tudomásul veszem, hogy a szakdolgozatomat az intézmény plágiumellenőrzésnek veti alá.

Budapest, 20~~22~~²¹-év November hónap 29 nap

Mérai Natasa

hallgató aláírása