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ECONOMY**



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the degree of Masters  
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**TITLE:**

**Marketing Strategy for New Entrants in the  
Algerian Dried Fruit Market: A Case Study of  
LLC Weltmacht**

**Project:**

**LLC Weltmacht**

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**List of Symbols and abbreviations**

Symbols & Abbreviations	Meaning
IP	Intellectual Property
ISO	International Organization for Standardization
SMEs	Small and Medium-sized Enterprises
SEO	Search Engine Optimization
CNRC	Centre National du Registre du Commerce (National Center of the Commercial Register)
VAT	Value-Added Tax
HACCP	Hazard Analysis and Critical Control Points
ONS	Office National des Statistiques (Algerian National Office of Statistics)
SPSS	Statistical Package for the Social Sciences
Sig.	Significance (Probability value in statistical testing)

## Abstract

This thesis explores an effective market entry strategy for LLC Weltmacht in Algeria's promising but competitive dried fruit sector. Through market analysis, distribution mapping, and a consumer survey, the study finds a positive link between marketing strategy and successful market entry. Algerian consumers prioritize quality, health benefits, and attractive packaging—favoring a premium positioning. While established competitors pose challenges, buyers remain open to new brands offering strong value. Supermarkets dominate distribution, with growth potential in e-commerce and herbal shops. These findings support strategic recommendations focused on differentiation, cultural adaptation, and targeted channel selection to ensure LLC Weltmacht's successful market launch and long-term positioning.

## Résumé

Ce mémoire explore une stratégie d'entrée sur le marché efficace pour LLC Weltmacht dans le secteur prometteur mais concurrentiel des fruits secs en Algérie. À travers une analyse du marché, une cartographie des circuits de distribution et une enquête auprès des consommateurs, l'étude révèle un lien positif entre la stratégie marketing et la réussite de l'entrée sur le marché. Les consommateurs algériens accordent une grande importance à la qualité, aux bienfaits pour la santé et à l'emballage attrayant — ce qui soutient un positionnement premium. Malgré la présence de marques bien établies, les acheteurs restent ouverts aux nouvelles marques offrant un bon rapport qualité-prix. Les supermarchés dominent la distribution, avec un potentiel de croissance notable dans le e-commerce et les herboristeries. Ces résultats appuient des recommandations stratégiques axées sur la différenciation, l'adaptation culturelle et la sélection ciblée des canaux pour assurer le succès de l'entrée sur le marché et le positionnement durable de LLC Weltmacht..

## خلاصة

تدرس هاته المذكرة استراتيجيات الدخول الفعالة لشركة LLC Weltmacht إلى سوق الفواكه المجففة الواعد والتنافسي في الجزائر. ومن خلال تحليل السوق، ورسم خريطة لقنوات التوزيع، واستبيان موجه للمستهلكين، تكشف الدراسة عن وجود علاقة إيجابية بين الاستراتيجية التسويقية والنجاح في دخول السوق. يُولي المستهلك الجزائري أهمية كبيرة للجودة، والفوائد الصحية، والتغليف الجذاب، مما يدعم خيار التموضع كعلامة تجارية فاخرة. ورغم وجود علامات تجارية راسخة، يبدي المستهلكون استعدادًا لتجربة علامات جديدة توفر قيمة قوية. تهيمن المتاجر الكبرى على قنوات التوزيع، مع وجود فرص واعدة للنمو في التجارة الإلكترونية والمتاجر العشبية. وتدعم هذه النتائج توصيات استراتيجية تركز على التمايز، والتكيف الثقافي، واختيار القنوات الأنسب لضمان دخول ناجح وتأسيس طويل الأمد لشركة LLC Weltmacht في السوق الجزائرية.

### General introduction:

The Algerian dried fruit industry is a growing segment driven by rising demand for healthy snacks. Despite the country's rich fruit production, the market for branded, packaged products remains underdeveloped which creates a good opportunity for new entrants and investors offering quality and differentiated products in this market.

In the CDE department of our institution, we consider the creation of a company named “**LLC Weltmacht**” to engage in the commercialization of dried fruits. The diversified portfolio regarding the high-quality assortment of dried fruits, which meets the emerging demand by health-oriented consumers, is the first priority of LLC Weltmacht to gain significance in the Algerian dried fruit market. This research paper has been developed in order to find the appropriate strategy of market entry for LLC Weltmacht, define sources of competitive advantages, and describe consumer preferences and trends about purchasing. From this research, the knowledge gained will help LLC Weltmacht come up with a good market position, polish its brand image, and achieve sustainability within a competitive and changing market. In relation to our thesis, we will establish the following central research question:

**What is the most effective strategy for a new dried fruit company, such as LLC Weltmacht, to successfully penetrate and position itself in the Algerian market?**

This will therefore form the basis of our discussion on the crucial factors that shape market entry and positioning in the Algerian dried fruit industry. To answer the previous research question we suggest the following secondary questions:

1. What are the dominant consumer preferences and purchase patterns pertaining to dried fruits in Algeria?
2. What is the local and international positioning of competitors currently operating within the Algerian market for dried fruits?
3. What threats and opportunities does LLC Weltmacht face in making its entry into the Algerian market?

Based on these questions, the study advances the following hypotheses:

- **H1:** in Algeria, there is a direct link between marketing strategy and success new entrant in the market
- **H2:** The strategy of premium product positioning will work best for LLC Weltmacht in the Algerian dried fruit market.



- **H3:** In Algeria, consumer awareness of health benefits and quality of dried fruits will be a major factor affecting purchase decisions.
- **H4:** The entrenched competitors with strong brand identities will create a high barrier to entry for LLC Weltmacht, and thus, differentiated marketing will be necessary to make the brand stand out in the market.

Detailed breakdown of the thesis for better understanding:

### **1. Overview and Breakdown of Chapter**

The thesis starts by giving an overview of the Algerian dried fruit market, goes on to analyze consumer behavior and the latest market trends and competition, and concludes by giving a strategic recommendation on how to enter the market and position LLC Weltmacht within it.

### **2. Methodological Approach**

A mixed-methods approach is used, combining qualitative data from interviews with industry experts and consumers, and quantitative analysis of market data and competitor performance to understand market dynamics.

### **3. Summary of Key Findings and Implications**

The study shall bring into focus practical market entry strategies, consumer preference, and competitive positioning. From its findings, LLC Weltmacht will develop a strategy for product offerings, pricing, and marketing as part of entering and competing in the Algerian market successfully.

# Chapter I: Overview and market penetration strategies of the dried fruit sector in Algeria

## **Introduction:**

This chapter provides the theoretical foundation for understanding marketing strategies for new entrants in the Algerian dried fruit market, focusing on LLC Weltmacht. It examines market structure, key players, growth trends, and consumer demand patterns.

Key marketing strategies such as differentiation, cost leadership, and niche marketing are explored, along with entry strategies like direct investment, partnerships, franchising, and acquisitions. Consumer behavior factors, including health consciousness, price sensitivity, and brand perception, are analyzed to identify effective positioning strategies.

The chapter also evaluates the competitive landscape and integrates case studies of successful market entries in similar industries. It concludes by outlining the research objectives and questions that will guide the study's strategic recommendations for LLC Weltmacht's market entry.

## 1. Theoretical Frameworks for Market Entry and Positioning





Entering a new market requires navigating a complex interplay of strategic frameworks, competitive dynamics, and consumer behavior. This Section explores foundational theories of market entry and positioning, bridging academic principles with actionable insights tailored to Algeria's unique socio-economic and cultural landscape.

### 1.1. Market entry strategies <sup>1</sup>

Market entry strategies encompass the methods and channels a company employs to enter a new market. Because every business has unique resources, objectives, and target markets, the most suitable market entry method varies from one context to another. The primary goal of any market entry strategy is to establish a sustainable presence and achieve long-term growth. Market entry strategies involve a careful selection of methods tailored to the target market's unique characteristics. The choice of strategy is influenced by factors such as local market knowledge, regulatory environments, and cultural compatibility. This overview will explore key entry strategies, their advantages, and challenges faced by new market entrants with a Link to Algeria's regulatory and market environment.

Market entry strategies can be divided into local (Domestic) and (International), in addition strategy can differ from existing companies that want to expand or penetrate new markets and new companies (like Startups). This can be summarized in the following table:

*Table 1: Market Entry Strategies Matrix*

	 <b>Domestic (Local)</b>	 <b>International</b>
<b>Existing Companies</b> 	<ul style="list-style-type: none"> <li>- Organic growth &amp; expansion</li> <li>- New store launches</li> <li>- Local partnerships &amp; alliances</li> </ul>	<ul style="list-style-type: none"> <li>- Direct exports</li> <li>- Acquisitions of local firms</li> <li>- Joint ventures &amp; strategic alliances</li> </ul>
<b>New Companies</b> 	<ul style="list-style-type: none"> <li>- Franchising &amp; Licensing</li> <li>- penetration via differentiation and pricing</li> <li>- Strategic local partnerships</li> <li>- Adaptation to Local Preferences</li> </ul>	<ul style="list-style-type: none"> <li>- Joint ventures with local partners</li> <li>- Franchising adapted for international markets</li> <li>- Licensing agreements for market entry</li> </ul>

**Source :** Made by the student based on International Journal<sup>1</sup>

Here a detailed explanation of each of the previous strategies :

<sup>1</sup> Singhai, M. (2024). Analysis of Market Entry Strategies for Foreign Multinational Corporations in India A Market Research Study. International Journal For Multidisciplinary Research. <https://doi.org/10.36948/ijfmr.2024.v06i03.19810>

### 1.1.1. Joint Ventures:

A joint venture (JV) is a strategic partnership where two or more entities pool their resources and expertise to enter a new market. This collaboration typically involves sharing profits, risks, and management responsibilities. Joint ventures are particularly advantageous for companies looking to expand into foreign markets but lacking local market knowledge, regulatory expertise, or the ability to navigate complex local environments. This strategy has many advantages including<sup>1</sup>:

- **Access to Local Knowledge:** Joint ventures allow companies to tap into the local expertise of their partners. In markets with distinct cultural, regulatory, and consumer behavior differences, a local partner can provide invaluable insights<sup>2</sup>.
- **Risk Sharing:** By entering a joint venture, companies can share financial, operational, and market risks. This is especially beneficial in unstable or unfamiliar markets, as the burden of potential failures or challenges is distributed between partners.
- **Regulatory Compliance:** Navigating complex regulatory environments is often easier with a local partner. Joint ventures enable foreign companies to comply with local laws and policies more effectively.
- **Faster Market Penetration:** Partnering with a local firm can accelerate market entry by leveraging existing distribution networks, customer bases, and market reputation.
- **Cultural Integration:** consumer behavior varies significantly, local knowledge is essential. Joint ventures enable foreign companies to adapt their products, services, and marketing strategies to align with local preferences, ensuring greater acceptance and success.

While Joint ventures provides many advantages but it has many challenges including :

- **Management and Operational Control:** Shared decision-making can lead to conflicts between partners, especially if there are differences in corporate culture or management styles. Disagreements over business strategies or daily operations can result in inefficiencies or delays<sup>3</sup>.

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<sup>1</sup> Beamish, P. W. (2018). *Joint Venturing*. Routledge.

<sup>2</sup> Shenkar, O., & Luo, Y. (2021). *International Business* (4th ed.). SAGE.

<sup>3</sup> Cavusgil, S. T., Knight, G., & Riesenberger, J. R. (2020). *International Business: The New Realities* (5th ed.). Pearson.

- **Profit Sharing:** While joint ventures allow for risk sharing, they also require profit sharing. This can be a disadvantage for companies seeking to maximize returns or maintain full control over their earnings. Clear agreements on profit distribution are essential to avoid disputes.
- **Dependence on the Local Partner:** The success of a joint venture often hinges on the local partner's performance. If the local partner underperforms or faces financial difficulties, the entire venture may suffer. This reliance can be risky if the partner's goals diverge from those of the foreign company.
- **Intellectual Property Risks:** Sharing resources, technologies, and knowledge with a local partner can expose foreign companies to intellectual property (IP) risks. Weak IP protections or unethical practices by the local partner may lead to the misuse or theft of proprietary information.
- **Market Dynamics:** Joint ventures can be vulnerable to shifts in the local market, such as changes in government policies, economic downturns, or cultural trends. These factors can impact the stability and success of the partnership<sup>1</sup>.

### 1.1.2. Acquisitions <sup>2</sup>:

Acquisitions involve one company purchasing another to gain immediate access to its market presence, customer base, and operational assets. This strategy allows businesses to bypass many of the challenges associated with organic growth, such as brand-building, customer acquisition, and navigating regulatory barriers. Key Advantages of Acquisitions are :

- **Rapid Market Entry:** Acquiring an existing company enables instant market presence, eliminating the need for building brand recognition from scratch. In addition it reduces the time needed to establish operations, as the acquired company already has infrastructure, supply chains, and distribution channels in place.
- **Access to an Established Customer Base:** The acquiring company inherits an existing loyal customer base, minimizing the costs and efforts associated with customer

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<sup>1</sup> Haspeslagh, P. C., & Jemison, D. B. (1991). *Managing Acquisitions: Creating Value Through Corporate Renewal*. Free Press.

<sup>2</sup> Henningsson, S., & Toppenberg, G. N. (2020). *Acquisitions: The New Game for Enterprise Architecture* (pp. 1–6). Springer, Cham. [https://doi.org/10.1007/978-3-030-39482-0\\_1](https://doi.org/10.1007/978-3-030-39482-0_1)

acquisition. This may help to gain trust and credibility, as consumers are already familiar with the acquired brand.

- **Competitive Advantage:** Acquiring a competitor or a strong local brand provides a strategic edge by eliminating market competition or strengthening market share. This may offers synergies in operations, allowing for cost reductions and efficiency improvements<sup>1</sup>.
- **Brand Recognition and Local Expertise:** The acquired company typically possesses valuable local market knowledge, cultural insights, and established relationships with suppliers and distributors. This help in reducing risks associated with entering an unfamiliar market by leveraging the expertise of an already successful entity.

Acquisitions as any other strategy may have challenges :

- **High Initial Investment:** Acquisitions require significant financial resources, making them a costly market entry strategy. The Return on investment (ROI) depends on the successful integration of operations and the retention of customers.
- **Integration Challenges:** Merging two companies can be complex, requiring alignment of business processes, corporate cultures, and workforce management. Ineffective integration can lead to inefficiencies, loss of key personnel, and customer dissatisfaction.
- **Regulatory and Legal Hurdles:** Some markets impose strict regulations on foreign acquisitions, requiring approvals from local authorities. Antitrust laws may prevent large companies from acquiring competitors to maintain fair market competition.

### 1.1.3. Franchising and Licensing <sup>2</sup>:

Franchising and licensing are strategic methods that enable companies to enter new markets with minimal risk and investment. By partnering with local businesses, these approaches allow companies to expand quickly while tapping into the expertise and networks of franchisees or licensees. Key Advantages of this method are :

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<sup>1</sup> Reed, S. F., & Lajoux, A. R. (2019). The Art of M&A (5th ed.). McGraw-Hill.

<sup>2</sup> Teixeira, E., & Chan, R. (2022). Franchising Strategies. <https://doi.org/10.4324/9781003034285>

- **Lower Financial Risk and Investment:** it requires significantly less capital than direct investments or acquisitions. The majority of operational costs are covered by the local franchisee or licensee, reducing financial risk for the parent company.
- **Rapid Market Expansion:** Through partnerships with local operators, businesses can scale quickly across various regions without the complexities of direct management. This approach works especially well for industries with easily replicable business models, such as food chains, retail, and consumer products<sup>1</sup>.
- **Access to Local Market Expertise:** Franchisees and licensees bring valuable knowledge about local markets, including cultural preferences, legal regulations, and consumer behavior. This insight helps businesses avoid the pitfalls that often come with entering unfamiliar markets.
- **Brand Consistency and Recognition:** it allows companies to maintain a consistent brand presence across multiple locations, while still adapting to local market needs. Franchisees are required to adhere to strict brand standards, ensuring uniform quality and customer experience.

Key Challenges of this strategy include :

- **Loss of Control:** As franchisees and licensees operate independently, the parent company has limited control over day-to-day operations. This lack of control can lead to inconsistencies in service quality and brand image if not carefully managed.
- **Reliance on Partner Performance:** The success of the franchise or licensing arrangement depends heavily on the abilities and commitment of local partners. Poor performance by franchisees can damage the brand and hinder expansion.
- **Revenue Limitations:** Unlike wholly owned subsidiaries, franchising and licensing generate income through royalties or licensing fees, which are typically lower than the profits that would come from direct operations. As a result, the parent company may miss out on higher earnings from direct sales.

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<sup>1</sup> Porter, M. E. (2008). Competitive Advantage: Creating and Sustaining Superior Performance. Free Press.



#### 1.1.4. Direct Investment<sup>1</sup>:

Direct investment is a market entry strategy where a company establishes a wholly owned subsidiary, production facility, or operational unit in a foreign market. This approach involves a high level of financial commitment and risk, but in return, it provides greater control, long-term profitability, and strategic flexibility. Key Advantages of this strategy are :

- **Full Control Over Operations:** Unlike joint ventures or franchising, direct investment allows companies to manage all aspects of the business, from branding to supply chain logistics. This Enables strategic decision-making without reliance on local partners.
- **Higher Profit Potential:** Since the company retains full ownership, it benefits directly from all revenue and profits without sharing with franchisees or partners, which ensure higher long-term returns compared to licensing or franchising models.
- **Stronger Brand Presence:** A fully controlled presence in the market enhances brand reputation and consistency. Companies can tailor their operations to local consumer preferences while maintaining global brand standards.
- **Better Supply Chain and Cost Management:** Direct oversight allows for optimized production, distribution, and cost structures. In industries such as manufacturing and retail, direct investment helps streamline operations, leading to better efficiency and cost savings.

Challenges and Risks of this strategy are :

- **High Initial Investment and Financial Risk:** Setting up a subsidiary, manufacturing plant, or corporate office requires substantial capital and requires significant operational and management resources, making it a high-stakes decision.
- **Market Volatility and Political Risks:** Emerging markets may offer high growth potential but also come with risks like political instability, fluctuating economic conditions, and regulatory changes. Companies must conduct thorough market research and risk assessments before investing.
- **Regulatory and Bureaucratic Challenges:** Many countries impose strict foreign investment laws, requiring compliance with local business regulations, taxation

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<sup>1</sup> Gupta, S. (2024). Foreign Direct Investment and Its Impact on India's Economic Growth. *Innovative Research Thoughts*, 10(3), 111–122. <https://doi.org/10.36676/irt.v10.i3.1469>

policies, and labor laws. Navigating these regulatory frameworks can be complex and time-consuming. Mitigating Market Entry Risks and Challenges

### 1.3.Competitive Landscape: Local versus International Players

The dried fruit market is highly competitive, where local producers are competing against international brands to capture more market share. Competitive Landscape: Local versus International Players<sup>1</sup>:

*Table 2:Local vs. International Players*

Aspect	Local Players	International Players	Comparison
Access to Raw Materials	Benefit from abundant raw materials (dates, figs). Struggle with quality control, processing technologies, and branding.	N/A (not applicable)	Local producers have access to abundant raw materials, while international players have more advanced processing and branding techniques.
Opportunities for Growth	Opportunities to invest in processing, certifications, and packaging to meet growing demand for premium products.	N/A (not applicable)	Local producers need to modernize operations to meet the demand for premium products, while international players already dominate the premium segment.
Established Market Leaders	N/A (not applicable)	Dominate the premium market segment with established production technologies and global brand recognition.	International players are established market leaders, while local players struggle to scale and establish global brand recognition.
Competitive Advantage	Face challenges in scaling operations to meet demand and compete in the premium segment.	Leverage global distribution networks and brand strength to quickly enter and capture new markets.	Local producers are hindered by operational limitations, whereas international players benefit from established supply chains and efficient market penetration strategies.

Source : Made by the student based on nielsen<sup>2</sup>

#### 1.3.1. Availability of Raw Materials :

<sup>1</sup> Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.

<sup>2</sup> Nielsen. (2023). *Consumer trends in health and natural food products in North Africa*. Retrieved from <https://www.nielsen.com> on 27/04/2025 at 16:30

Local producers benefit significantly from direct access to Algeria's abundant agricultural resources, particularly dates, figs, and other regionally grown dried fruits. However, despite this advantage, they often struggle with quality control, lack modern processing technologies, and have underdeveloped branding capabilities, which limits their ability to compete in premium or export markets while for international Players is Not Applicable (N/A) because international brands do not usually depend on local raw materials. They have internationally integrated supply chains, and they have more of an advantage in terms of technology, processing, and brand name rather than in the location of raw materials. Local producers hold a natural sourcing advantage, but this is offset by the superior processing and marketing capabilities of international players.

### **1.3.2. Opportunities for Growth**

For Regional Participants, there is significant room for development in areas such as processing efficiency, packaging innovation, certification acquisition (e.g., ISO, organic), and product quality enhancement. These are essential steps to meet the rising domestic and export demand for premium dried fruit products, while for International Players: Labeled N/A here, because the types of growth opportunities listed are mostly developmental steps that international companies have already mastered. Their growth focus is more likely to center on market penetration, consumer segmentation, and innovation. This means that local producers are in a growth and modernization phase, whereas international companies are expanding their dominance in the premium market segment.

### **1.3.3. Established Market Leaders**

Note that no local player holds a dominant or leading market position, especially in the premium product space. Most are small- to medium-scale enterprises with limited scalability, brand visibility, and export capacity, while Global brands have firmly established themselves as prominent leaders, especially within the premium dried fruit sector. They gain advantages from sophisticated production technologies, widespread brand recognition, and consumer confidence, which enables them to sustain their leading status, this mean that There's a clear leadership gap, with international companies outpacing local firms in terms of scale, sophistication, and brand power.

### **1.3.4. Competitive Advantage**

While Local Players they benefit from proximity to raw materials, local firms face major constraints in scaling up, modernizing operations, and establishing a competitive edge in the premium segment. Their current advantage is mostly cost-based or raw-material-based, which is vulnerable without investment in value addition. While International firms enjoy a well-established competitive advantage, driven by global distribution networks, economies of scale, advanced processing, and strong brand positioning. Their ability to rapidly enter and dominate markets stems from strategic infrastructure and marketing capabilities. This means that Foreign players are more effective and market-oriented, while domestic manufacturers are bound by operational and strategic limitations, even with access to local resources.

### **1.3.5. Strategic Implications for new entrants.**

This previous table (**Table 2**) suggests that new entrant like our new company (Weltmacht), has the opportunity to bridge the gap between the two profiles: By leveraging local raw materials and investing in modern processing and branding, can compete with international players on quality and price. At the same time, it can outperform local players through superior operations, market segmentation, and professional packaging. Creating local alliances and embracing international standards would enable the new entrant to place itself as a hybrid player, meeting a huge need in the Algerian dried fruits industry.

### **1.4. Best practices for new entrants in domestic (local) markets**

While international expansion often takes center stage in discussions of market entry, succeeding in domestic markets demands equal strategic rigor. New entrants must navigate the intricacies of the local business ecosystem, accounting for cultural nuances, consumer behaviors, and regulatory frameworks unique to the region. In this section, we outline best practices and strategies for penetrating and positioning within a local market, with a focus on adapting these insights to the Algerian context.

#### **1.4.1. Market Selection**

Effective market selection begins with a thorough assessment of key factors:

- **Economic Stability:** Evaluate local economic growth, consumer purchasing power, and overall business climate.
- **Market Size & Competition:** Analyze demand levels, identify major competitors, and assess market saturation.

- **Cultural Fit:** Ensure that the product aligns with local tastes, traditions, and consumer behaviors.
- **Regulatory Environment:** Understand trade barriers, government incentives, and local legal requirements.

For instance, in Algeria, companies must consider not only the overall market potential but also regional variations in consumer preferences and infrastructure quality, which can impact distribution and sales.

#### 1.4.2. Selection of Optimal Entry Strategy

In our case and as a new company in the Algerian dried fruits and nut market LLC Weltmacht have to penetrate the local market as a first step by practicing local market entry strategies including Franchising & Licensing since these models reduce risk by leveraging established local operators, making them attractive for new entrants looking to expand quickly without heavy initial investments. Another Market Penetration technique is using Differentiation and Strategic Pricing, in the dried fruits market, different techniques could be used including :

- **Value-Based Differentiation:**

New entrants should position themselves in the dried fruits market as a high-quality, hygienically packaged, and potentially organic products, thus establishing a noticeable competitive advantage over the readily accessible bulk, low-cost, and often inadequately packaged products found in the Algerian market. According to his model of competitive advantage, Porter (1985) explains that the application of a differentiation strategy generates consumer value through the provision of new product features perceived as superior. Weltmacht can effectively do so by highlighting product safety, nutritional content, international quality certifications, and modern packaging design. These aspects have direct appeal to a growing segment of urban, health conscious consumers in Algeria (Euro monitor International, 2023) and position the brand as a quality and trustworthy option in a very fragmented market<sup>1</sup>.

- **Strategic Penetration Pricing:**

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<sup>1</sup> Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.

To secure early market share and shelf space, new entrants ought to follow a penetration pricing policy, offering competitively priced offerings to induce trial and accelerate brand uptake (Kotler & Keller, 2016) <sup>1</sup>. This is particularly important in Algeria, where price sensitivity is high among target groups. However, as Zeithaml (1988) adds, perceived value relies on both price and quality cues <sup>2</sup>. Consequently, a new entrant should enhance its pricing strategy through robust branding, uniform product quality, and an elevated visual identity, thereby guaranteeing that its reduced initial prices do not undermine the enduring perception of brand value. This strategic equilibrium facilitates both immediate customer acquisition and sustained market positioning.

Selecting the right strategy involves weighing the risks and rewards, considering both immediate and long-term market dynamics.

- **Strategic Local Partnerships :**

Strategic collaboration with local stakeholders is crucial for effective entry and long-term presence of new entrants in the Algerian dried fruit market. Given the nature of logistical, regulatory, and cultural complexities specific to the Algerian market, partnership with local distributors, retailers, and service providers is a quicker and more cost-effective way to market access. As Root (1994) suggests, cooperative entry modes, i.e., joint ventures and local alliances, reduce entry risks by leveraging the local partner's infrastructure, market intelligence, and distribution systems <sup>3</sup>.

- **Adaptation to Local Preferences and culture:**

To succeed in the Algerian dried fruit industry, new entrants should strategically tailor their products according to the local consumption habits, tastes, and cultural needs. Algeria is a large country with a very traditional food culture and consumers prefer locally well-established products such as dates, almonds, figs, and raisins, especially during religious and festive periods. Product adaptation is very important in culturally diverse markets as it enables companies to address specific consumer requirements as well as enhance acceptance and loyalty<sup>4</sup>.

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<sup>1</sup> Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

<sup>2</sup> Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.<https://doi.org/10.1177/002224298805200302>

<sup>3</sup>Root, F. R. (1994). *Entry strategies for international markets*. Lexington Books.

<sup>4</sup> Douglas, S. P., & Wind, Y. (1987). The myth of globalization. *Columbia Journal of World Business*, 22(4), 19–29.

Language is also a critical factor. Using Multilingual packaging , will boost consumer understanding, confidence, and adherence to regulations. Kotabe and Helsen (2020) state that effective adaptation of labeling, packaging, and brand communications significantly improves perceived relevance and product availability in emerging markets<sup>1</sup>.

Concisely, incorporating cultural markers and consumption rituals—like the adoption of dried fruits as part of Ramadan food culture or as healthy school snacks—has the potential to increase emotional connections and brand placement. This culturally sensitive approach is part of building long-term consumer trust and brand authenticity that are key factors in boosting local market share<sup>2</sup>.

- **Building Strong Local Networks**

Success in domestic markets is built on robust local connections including:

- **Industry Networks:** Engage with local business associations, chambers of commerce, and trade groups to gain market insights and establish credibility.
- **Knowledge Sharing:** Learn from local SMEs and established companies that have successfully navigated the market
- **Local Partnerships:** Form alliances with distributors, suppliers, and service providers who possess deep on-the-ground expertise.

Using these networks can help new entrants better understand regional consumer trends and overcome logistical challenges, ensuring smoother market integration.

### **1.4.3. Marketing Strategies for successful local Market penetration**

To tailor marketing strategies for a successful market penetration , different methods can be used to fit the goals and target market of the company. Here an overview of successful marketing strategies that can be used for successful local market penetration and positioning:

- **Market Research and Consumer Insights:**

This require conducting an extensive market research to understand what people want, require, and purchase. Conduct surveys, focus groups, and interviews to understand future health trends and ascertain the target markets that are likely to buy products from new companies <sup>3</sup>.

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<sup>1</sup> Kotabe, M., & Helsen, K. (2020). Global marketing management (8th ed.). Wiley.

<sup>2</sup> De Mooij, M. (2019). Consumer behavior and culture: Consequences for global marketing and advertising (3rd ed.). SAGE Publications.

<sup>3</sup> Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education Limited.

- **Product Localization and Quality Assurance:**

Shifting the new product lines to meet local tastes is an important step for business success. This could include introducing dried fruits that will appeal to traditional Algerian tastes or cuisines. Emphasizing quality, through purchasing better-grade fruits and employing environmentally friendly drying practices, will also appeal to health-conscious consumers<sup>1</sup>.

- **Establishing a Brand Identity:**

Build a strong brand identity that emphasizes quality and health to differentiate the new entrant from the rest. This could be accompanied by different techniques like highlighting the health benefits of the dried fruits product on packaging and marketing materials<sup>2</sup>.

- **Community Engagement and Education:**

Engagement with the local population is a great way of establishing brand recognition and loyalty. Organize educational workshops that address the health benefits of dried fruits and how to incorporate them into daily consumption. Partnering with local groups and participating in local events also helps to enhance your visibility and credibility<sup>3</sup>.

- **Social Media Presence:**

It is crucial to use social media platforms to reach and interact with target audience. This could be optimized by creating interesting, informative content with of the product, sharing healthy recipes, and posting customer reviews. Collaborate with influencers in local regions could market the products to their audience <sup>4</sup>.

- **Local Distribution Partnerships:**

Forming distribution agreements with nearby grocery stores, health food stores, and supermarkets can boost product availability considerably. Looking into designing colorful in-store displays and product samplings to offer first-hand experience of the dried fruits to new customers<sup>5</sup>.

- **Local SEO and Online Presence:**

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<sup>1</sup> Papadopoulos, N., & Heslop, L. A. (2002). Product-Country Images: Impact on Brand Personality and Purchase Intention. *International Marketing Review*, 19(3), 197-212.

<sup>2</sup> Aaker, D. A. (1996). *Building Strong Brands*. Free Press

<sup>3</sup> Tschida, C., & McCormack, J. (2018). Community Engagement: Insights from a Health Science Perspective. *American Journal of Public Health*, 108(S2), S160-S164.

<sup>4</sup> Mangold, W. G., & Faulds, D. J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Business Horizons*, 52(4), 357-365.

<sup>5</sup> Gummeson, E. (2002). Relationship Marketing in the New Economy. *Journal of Relationship Marketing*, 1, 37-57.



It's important to optimize the online presence with a local touch in an effort to get customers. And ensure that the website is user-friendly and contains relevant information regarding the business and the products <sup>1</sup>.

- **Health Trend-Based Promotions:**

Develop promotion campaigns that capitalize on current health trends, such as fitness challenges or healthy eating movements. Promote special promotions or discounted bundles of best-selling products to appeal to customers who are health-conscious. Highlight how your products can aid a healthier lifestyle, thus inducing trial and repeat business<sup>2</sup>.

- **Loyalty Programs:**

Having customer rewards programs can encourage repeat business and lock in clientele. Offer reward discounts for return shopping or giving referral rewards, establishing trust and encouraging repeat return to the product<sup>3</sup>.

- **Ongoing Feedback Loop:**

Implement processes for obtaining customer feedback, including surveys or comment cards. This on-going solicitation of input will serve to give information about consumer satisfaction and preferences and provide the opportunity for constant improvement in products and marketing efforts to align with the needs of the customer<sup>4</sup>.

#### **1.4.4. Customer Behaviour Analysis techniques**

Customer Behaviour Analysis is vital for businesses, especially new entrants, to effectively position themselves in the market. By understanding consumer preferences, motivations, and behaviours, businesses can tailor their offerings and marketing strategies to meet customer expectations. Below are some common techniques for analysing customer behaviour and how they can be applied by a new company entering the market:

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<sup>1</sup> Fishkin, R., & Høgenhaven, T. (2013). Inbound Marketing and SEO: Insights from the Experts. O'Reilly Media.

<sup>2</sup> Nielsen, L. (2014). The New Consumer's Health Trend: Is Your Brand Ready? Nielsen Global Brand Owners Survey.

<sup>3</sup> Kumar, V., & Shah, D. (2004). Building and Sustaining Profitable Customer Loyalty for the 21st Century. Journal of Retailing, 80(4), 317-330.

<sup>4</sup> Adams, R. (2013). The Importance of Feedback in the Workplace. The Handbook of High-Performance Virtual Teams: A Toolkit for Collaborating Across Boundaries.

*Figure 1: customer behavior analysis techniques*



**Source:** Made by the student based on Krueger<sup>1</sup>

#### **A. Surveys and Questionnaires:**

Surveys and questionnaires involve collecting direct feedback from potential customers about their preferences, buying habits, and perceptions of the market. This could be applied for:

- **Market Understanding:** A new company can deploy surveys targeting specific demographics, such as consumers interested in healthy snacks or dried fruits, to understand their preferences and motivations. Insights gathered can guide product development and marketing strategies.
- **Post-Purchase Feedback:** After a product purchase, surveys can help gauge customer satisfaction and identify areas for product or service improvements<sup>1</sup>.

#### **B. Focus Groups:**

Focus groups involve guided discussions with small groups of target consumers to gather qualitative data about their thoughts and perceptions. This could be applied for:

- **Product Testing:** Before launching a new product, a company can gather a focus group of health-conscious individuals to test product flavors, packaging designs, or new features. Their feedback can refine the product offering<sup>2</sup>.

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<sup>1</sup> Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method. Wiley.

<sup>2</sup> Krueger, R. A., & Casey, M. A. (2015). Focus groups: A practical guide for applied research (5th ed.). SAGE Publications.

- **Brand Positioning:** Focus groups can help a company understand how consumers perceive their brand compared to competitors, providing valuable insights for crafting effective brand positioning strategies.

### C. Customer Segmentation:

Customer segmentation divides customers into distinct groups based on shared characteristics such as demographics, behaviors, and preferences. This could be applied for:

- **Targeted Marketing:** By identifying customer segments (e.g., health-conscious individuals, families, millennials), a company can create tailored marketing messages that appeal to each segment, increasing engagement and conversion rates<sup>1</sup>.
- **Customized Offers:** Personalized promotions, discounts, or product recommendations can be crafted based on the specific needs or interests of each customer segment.

### D. Customer Journey Mapping:

Customer journey mapping visualizes the steps a consumer takes from discovering a product to making a purchase and beyond. This could be applied for:

- **Understanding Touchpoints:** Mapping the customer journey for a product (e.g., dried fruits) helps identify crucial touchpoints such as social media ads, website visits, or in-store experiences. Optimizing these touchpoints can enhance engagement.
- **Enhancing Experience:** Identifying pain points in the customer journey, such as difficulties in navigation or lengthy checkout processes, allows a company to address these issues and improve the overall shopping experience<sup>2</sup>.

### E. Behavior Tracking and Analytics:

This technique involves using digital tools and analytics platforms to track consumer behavior across digital channels, including websites and social media platforms. This could be applied using:

- **Website Analytics:** Using tools like Google Analytics, a company can track how visitors interact with its website—such as which products are viewed most often or

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<sup>1</sup> Yankelovich, D., & Meer, D. (2006). Rediscovering market segmentation. *Harvard Business Review*, 84(2), 122-131.

<sup>2</sup> Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-91.

where visitors drop off in the purchasing process. This helps optimize the website's user experience.

- **Social Media Insights:** Comparing engagement and content performance on social media sites like Facebook and Instagram will allow a company to see what type of content is most engaging for their audience and make better decisions about its social media strategy<sup>1</sup>.

#### **F. Competitor Analysis:**

Competitor analysis involves researching competitors to learn about their strategies, strengths, weaknesses, and market position. This method is useful for :

- **Market Positioning:** Analyzing competitors in the dried fruit market can help a company recognize market gaps (e.g., demand for organic or locally produced products) and position itself well to capture these gaps.
- **Doing Best Practices:** Learning from the strategies of successful competitors can help refine a company's marketing efforts and operational practices, increasing its chance of success in the competitive market<sup>2</sup>.

## **2. The Dried Fruit and nuts market**

### **2.1. Overview of the Global Dried Fruit and Nut Market**

Drying is one of the oldest and most widely used methods of food preservation, employed for both home consumption and commercial purposes. By removing moisture, drying prevents microbial growth, extends shelf life, and reduces weight and storage costs, making it an efficient and cost-effective preservation technique. Various drying methods are utilized, each with its own advantages and limitations in terms of efficiency, cost, and quality control: **Sun Drying, Air Drying, Oven Drying, Vacuum Drying...**etc. Dried fruits and nuts have gained significant popularity in modern diets due to their numerous health benefits. They are rich in essential nutrients such as vitamins, minerals, fiber, and antioxidants, which contribute to overall health and wellness. These products are not only convenient and portable but also serve as a healthier alternative to processed snacks. However, while consumers are increasingly aware of the nutritional benefits of

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<sup>1</sup> Chaffey, D. (2015). Digital marketing: Strategy, implementation, and practice. Pearson Education.

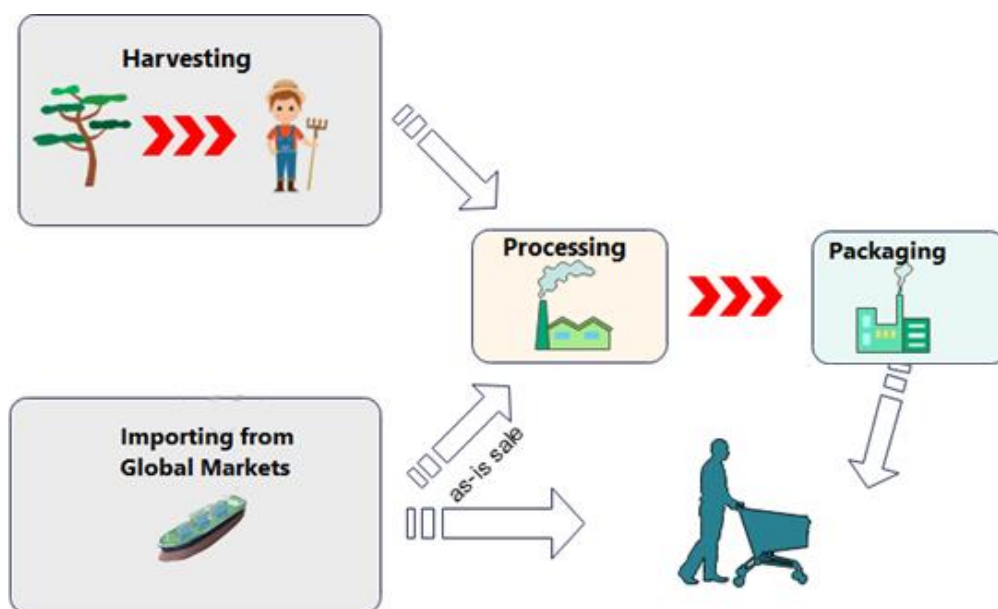
<sup>2</sup> Grant, R. M. (2019). Contemporary strategy analysis: Text and cases edition (10th ed.). Wiley.

dried fruits and nuts, many remain unfamiliar with the complexities of their supply chain and distribution processes.

## 2.2. Supply Chain and Distribution of Dried Fruits and Nuts

The supply chain for dried fruits and nuts is a multi-stage process that ensures the final product meets quality standards and reaches consumers in optimal condition. Each stage plays a critical role in maintaining the integrity, quality, and safety of the product. The key stages of the supply chain include:

*Figure 2: Supply Chain Diagram for dried fruits and nuts*

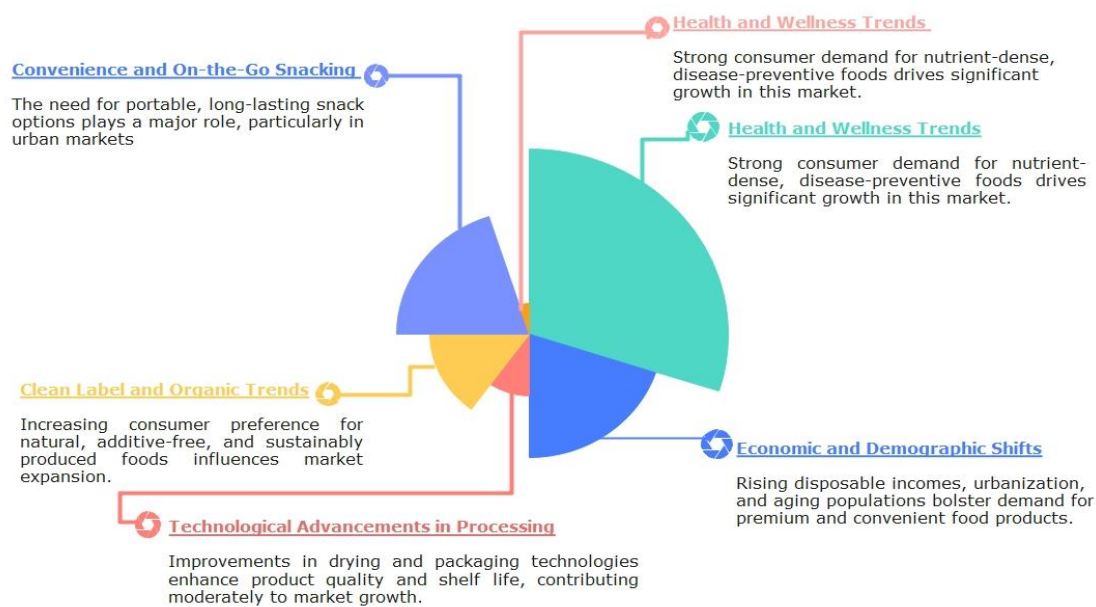


**Source :** Made by the student based on his experience in the domain

## 2.3. Market Drivers

The global market for dried fruits and nuts is propelled by a convergence of factors that shape consumer behaviour and drive industry growth. These market drivers not only influence demand but also guide product innovation, marketing strategies, and supply chain optimizations. Below are the key drivers that have been identified as central to the expansion of this market.

*Figure 3: dried fruits and nuts market drivers*



Source : Made by the student

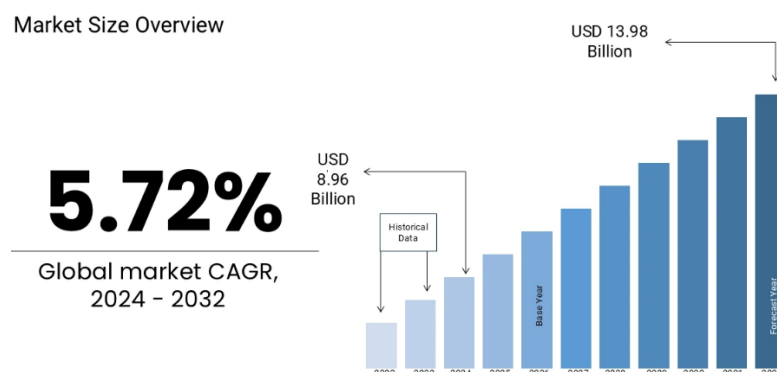
### 2.4. Market Trends

The global market for dried fruits and nuts has experienced significant growth in recent years, driven by changing consumer preferences toward healthier, nutrient-dense foods and the rising demand for convenient on-the-go snacks. In 2024, the dried fruits market was valued at approximately USD 8.96 billion. Forecasts indicate that this market is expected to expand steadily, reaching an estimated between USD 13.98 to 16.23 billion by 2032 at a Compound Annual Growth Rate (CAGR) of 5.72 to 6.6% during the forecast period from 2024 to 2032. Although data on the global nuts segment is less detailed, the nuts market continues to grow as consumers increasingly incorporate them into their diets for their rich protein and healthy fat content <sup>1,2</sup>.

<sup>1</sup> <https://www.skyquestt.com/report/dry-fruits-market> , accessed on 08-02-2025 at 17:09h

<sup>2</sup> <https://www.marketdataforecast.com/market-reports/dried-fruits-market> , accessed on 08-02-2025 at 17:15h

Figure 4: Global Dried Fruits Market



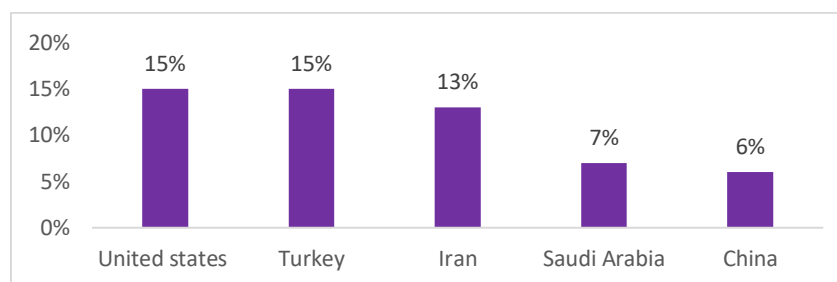
Source: Marke data forecast <sup>1</sup>

## 2.5.Dry Fruits and nuts Market Regional Insights

This section examines the regional dynamics of the global dried fruits and nuts market, providing insights into major production centers, key consumer markets, and geographical segmentation trends.

- Major Producers :** Major producers of dried fruits and nuts are concentrated in regions with favorable climates and well-established agricultural sectors. For dried fruits, key producing countries include those in the Mediterranean region (e.g., Turkey, Spain, Italy), the Middle East (e.g., Iran, Egypt), and the United States (particularly California). In the nuts segment, significant production is observed in the USA, China, Turkey, and India. These regions benefit from advanced agricultural practices, which not only boost production volumes but also enhance the quality of the final products.

Figure 5:Share of dried fruit production worldwide in 2022/2023, by leading country



Source: Created by student based on data of :“Statista” <sup>2</sup>

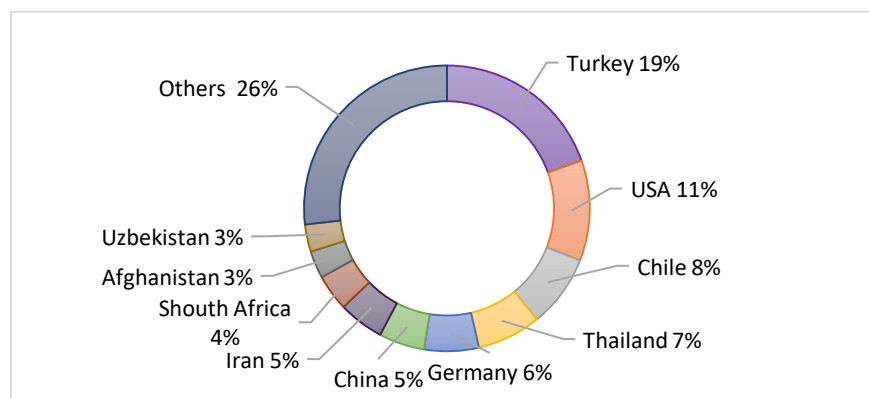
<sup>1</sup> [www.marketdataforecast.com/market-reports/dried-fruits-market](https://www.marketdataforecast.com/market-reports/dried-fruits-market) , accessed on 08-02-2025 at 17:09h

<sup>2</sup> <https://www.statista.com/statistics/1025633/global-share-of-dried-fruit-by-leading-producers/> accessed on 08-02-2025 at 18:37

- **Major Exporters :** Global dried fruit exports have historically been dominated by a select group of countries that have leveraged favorable growing conditions, advanced processing technologies, and strategic market positioning. Despite fluctuations in trade volumes and challenges from climate variations, these exporters collectively generate significant revenue and shape the global market landscape.

Turkey has emerged as the global leader in dried fruit exports, maintaining an average share of about 19% over the past five years. In contrast, the United States' share has declined to around 11% as countries like Chile, Thailand, and Germany have strengthened their positions, with these top five collectively controlling over 51% of global exports. Other significant exporters include China, Iran, South Africa, Afghanistan, Spain, and Uzbekistan—with Uzbekistan recently surpassing Spain, despite facing climatic challenges, while Thailand and Argentina have seen notable declines due to market volatility <sup>1</sup>.

*Figure 6: Global Dried Fruit Exports : Top 11 countries*



**Source:** Created by student based on data in <sup>2</sup>

- **Major markets :** The market for dried fruits and nuts is driven by both mature and emerging economies. Developed regions such as North America and Europe have long been key markets due to high consumer awareness of health benefits and substantial disposable incomes. For example, Europe remains a vital market with strong consumption in countries

<sup>1</sup><https://east-fruit.com/en/horticulture-market/studies/global-ranking-of-dried-fruit-exports-which-countries-perform-best/> accessed on 08/02/2025 at 23:00.

<sup>2</sup><https://east-fruit.com/en/horticulture-market/studies/global-ranking-of-dried-fruit-exports-which-countries-perform-best/> accessed on 08/02/2025 at 23:10.

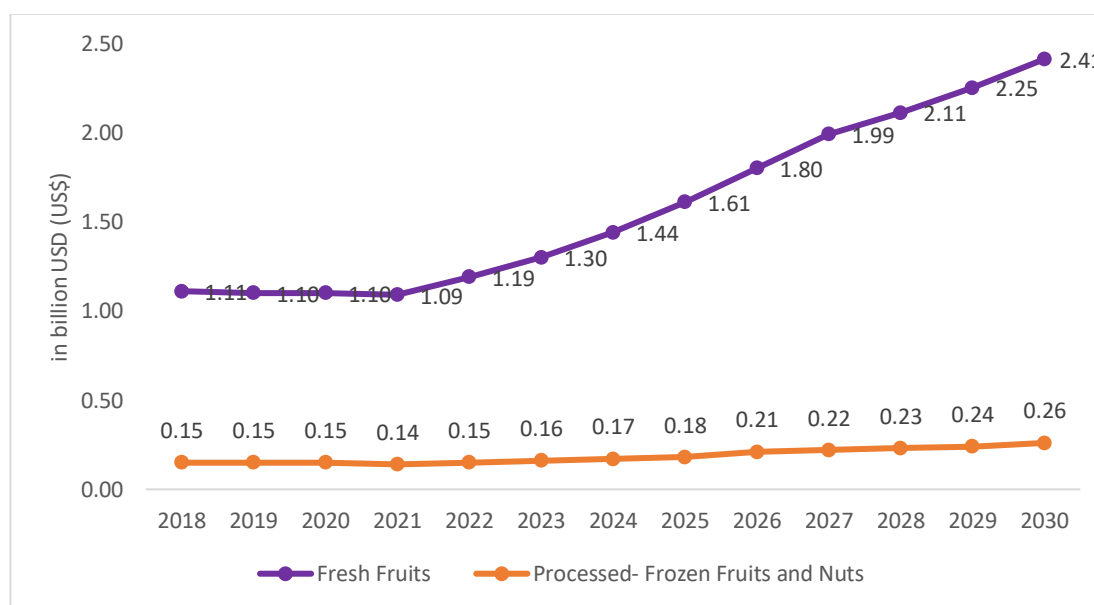


like the United Kingdom, Germany, and France. Meanwhile, emerging markets in Asia Pacific, Latin America, and the Middle East & Africa are witnessing rapid growth, driven by urbanization, increasing health consciousness, and changing dietary patterns. These regions present significant opportunities for expansion, particularly as consumers increasingly favor convenient, nutrient-rich snack options.

## 2.6. The Algerian Dried Fruit and Nut Market

The Algerian Fruits & Nuts market is evolving amid a backdrop of subdued growth, driven by fluctuating agricultural yields, shifting consumer preferences, and supply chain logistics challenges. This section presents a comprehensive overview of the market, synthesizing analyst opinions, consumer trends, local factors, and macroeconomic influences, while also detailing the methodology used for market evaluation.

Figure 7: Domestic Sales Revenue Trends in the Algerian Fruits & Nuts Market (2018–2030)



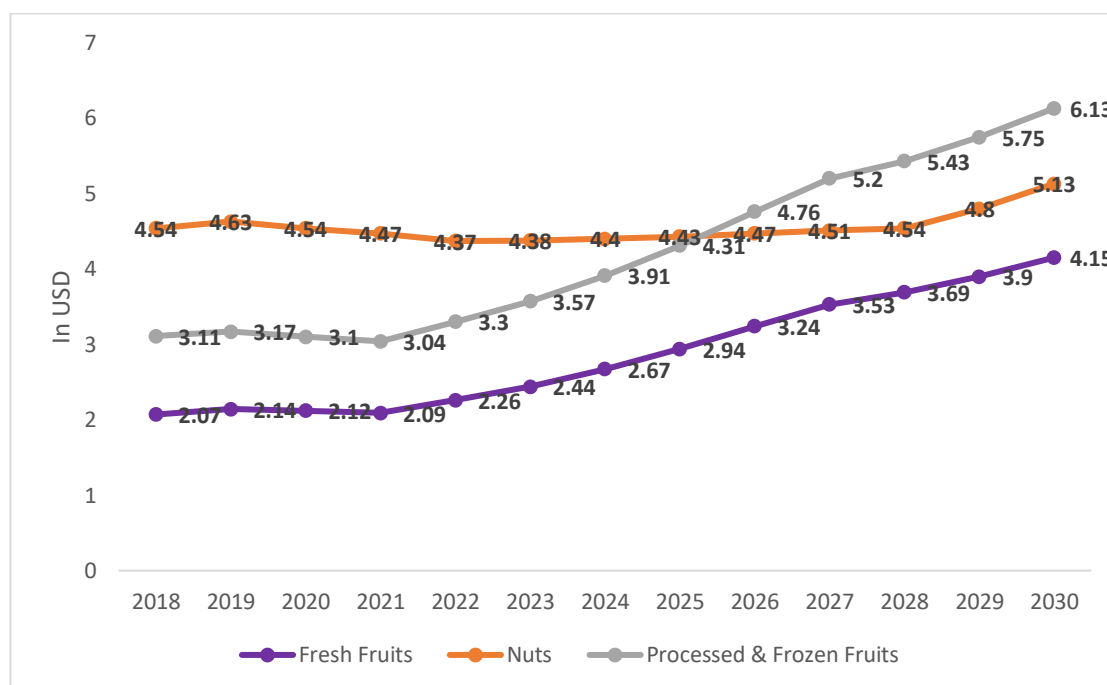
Source: Made by the student based on data of :“Statista”<sup>1</sup>

The figure demonstrates that domestic revenue from consumer sales in the Algerian fruits and nuts market has shown steady growth over the past few years and is projected to nearly double from approximately USD 1.26 billion in 2018 to around USD 2.67 billion by 2030. This significant increase is driven mainly by rising revenues in the fresh fruits and processed & frozen fruits and

<sup>1</sup> <https://www.statista.com/outlook/cmo/food/fruits-nuts/algeria> accessed on 08/02/2025 at 23:38

nuts segments. The overall upward revenue trajectory suggests a robust domestic market with increasing consumer spending on fruits and nuts. For a new entrant like LLC Weltmacht, this implies a favorable environment for launching premium dried fruit products that can tap into the expanding market. With projections extending to 2030, the steady growth in market revenue underlines the long-term viability of investing in this sector.

Figure 8: Line Graph of Price per Unit Trends (2018-2030)



Source: Made by the student based on data of :“Statista”<sup>1</sup>

The average price per unit has increased from USD 2.18 in 2018 to USD 4.27 in 2030, nearly doubling over the forecast period. This steady upward trend suggests that consumers are willing to pay more for quality products, and it may reflect factors such as inflation, improvements in product quality, and increased demand for premium offerings.

The significant rise in prices, particularly in the processed & frozen fruits segment, indicates an opportunity for premium product offerings. New entrants can leverage this trend by focusing on high-quality dried fruit products that offer added nutritional benefits and convenience.

<sup>1</sup> <https://www.statista.com/outlook/cmo/food/fruits-nuts/algeria> accessed on 08/02/2025 at 23:38

## 2.7.Key Players in the Algerian Dried Fruit & Nut Market

The Algerian nut and dried fruit market is subject to both local producers and international brands. Local producers have the benefit of proximity to raw materials and cultural preference, while the international players bring advanced processing, branding, and distribution strength. Identification of the dominant players and their strengths and weaknesses is important a successful market entry and positioning for new entrants.

## 2.8.Major Local Players

SMEs, cooperatives, and family-owned firms dominate local business. While Algeria has a vast range of dried fruits—dates, figs, apricots, almonds, walnuts, and pistachios—local businesses lack strong branding, packaging, and bulk distribution.

### 2.8.1. Market Structure of Local Players:

*Table 3:Market Segmentation Analysis*

Segment	Characteristics
Small Farmers & Cooperatives	Focus on raw fruit drying, primarily selling unbranded bulk products in local markets.
Family-Run Businesses	Operate small-scale processing facilities with limited packaging and branding capabilities.
Emerging Local Brands	Few brands have begun to adopt modern packaging, quality certifications, and retail strategies.
Government & State-Owned Enterprises	Some initiatives exist to promote date exports, but the sector remains fragmented.

Source: Algerian National Office of Statistics (ONS)<sup>1</sup>.

### 2.8.2. - Leading Local Producers & Brands:

According to the nomenclature of the National Center of the Commercial Register (CNRC), producers of dried fruits and nuts fall under the broader category of "food product packaging." This classification makes it difficult to accurately identify and count these specific producers.

However, based on the DZ.Kompass <sup>2</sup> database, the number of producers of dried fruits and nuts is distributed as shown in the following table:

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<sup>1</sup> (2023). *Agricultural Production & Market Structure Report*. Retrieved from: <http://www.ons.dz>

<sup>2</sup> <https://dz.kompass.com/a/fruits-seches/03270/>

*Table 4: Types of Dried Fruits, Nuts, Produced in Algeria*

<b>Type of Product</b>	<b>Number of Companies</b>
Dried Dates	121
Dried Figs	10
Raisins	6
Dried Apricots	3
Dried Cherries	3
Air-Dried Fruits	3
Dried Peaches	2
Prunes	2
Dried Apples	1
Dried Lemons and Limes	1
Dried Bananas	1
Dried Pears	1
Almonds	8
Hazelnuts	4
Cashew Nuts	4
Pistachios	4
Walnuts	2
Brazil Nuts	2
Coconuts	2
Chestnuts	1
Nutmeg	1
Peanuts (Arachides)	2
Soybeans (Graines de soja)	2
Total	186

Source ; made by student based on data in DZ.Kompass <sup>1</sup>

*Table 5: Distribution of Companies by Wilaya (Province)*

<b>Wilaya (Province)</b>	<b>Number of Companies</b>
Biskra	60
Algiers	29
El Oued	8
Blida	7
Bejaia	7
Oran	6
Boumerdes	5

<sup>1</sup> <https://dz.kompass.com/a/fruits-seches/03270/>

Sétif	5
Tlemcen	4
Ghardaia	3
Mila	2
Ouargla	2
Constantine	2
Adrar	1
Ain Defla	1
Aïn Témouchent	1
Annaba	1
Bechar	1
Bouira	1
Djelfa	1
El Tarf	1
Guelma	1
Médéa	1
Oum El Bouaghi	1
Tipaza	1
Tizi Ouzou	1
Tébessa	1
total	154

Source ; made by student based on data in DZ.Kompass <sup>1</sup>

### 2.8.3. Strengths & Competitive Advantages of Local Players:

- **Strong Local Sourcing & Production Base:** Algeria has a significant agricultural sector, particularly strong in date production (ranking 7th globally)<sup>2</sup> and fig production (top 5 globally). Local players like HADDOUD SALIM<sup>3</sup> are often based in key growing regions like Tolga , giving them direct access to raw materials and potentially lower sourcing costs compared to importers.

- **Scale and Market Penetration (for established players):** Some local companies have achieved significant scale. HADDOUD SALIM claims to be the "biggest branded enterprise in Algeria" exporting dates. ELAFRUIT reported substantial growth and capturing a large share

<sup>1</sup> <https://dz.kompass.com/a/fruits-seches/03270/>

<sup>2</sup> Mordor Intelligence Research & Advisory. (2024 , November). Algeria Fruits and Vegetables Market Size & Share Analysis - Growth Trends & Forecasts (2025 - 2030). Mordor Intelligence. Retrieved April 22, 2025, from <https://www.mordorintelligence.com/industry-reports/algerian-fruit-vegetable-market>

<sup>3</sup> <https://haddoudsalim.com/company/> accessed on 12/02/2025 at 15:05

(55%) of the local market versus imports within the broader "food solutions" category. Large conglomerates like Cevital dominate sectors like modern retail through their UNO chain<sup>1</sup>.

- **Price Competitiveness:** Local manufacturers, particularly in related sectors like snacks, have demonstrated the ability to gain market share by offering cheaper prices than imported goods. This is a significant advantage in a market where consumers are generally price-sensitive<sup>2</sup>.

- **Established Distribution Networks:** Local companies often have a better grasp of and access to Algeria's fragmented distribution system. They may manage their own networks or have long-standing relationships with wholesalers who are essential for reaching the dominant traditional retail sector (small shops, 'superettes'). Foreign companies might find penetrating this traditional network more challenging<sup>3</sup>.

- **Brand Recognition & Reputation (for established players):** Long-standing local companies like HADDOUD SALIM (established 1990 ) have had time to build brand recognition (using names like Salim Haddoud, Kas, Barari ) and trust, often highlighting quality certifications (ISO, Halal, Organic )<sup>4</sup>.

- **Local Market Knowledge:** Domestic companies possess an inherent understanding of local consumer preferences, cultural nuances (like the importance of dates in Algerian culture ), purchasing habits (e.g., preference for daily shopping at local outlets ), and the complexities of navigating the Algerian business and regulatory environment<sup>5</sup>.

- **Government Support & Policies:** The Algerian government's strategic focus on diversifying the economy and developing local industries, particularly agriculture , could translate into policies or an operating environment that favors domestic producers over importers<sup>6</sup>.

#### 2.8.4. International Competitors in the Algerian Dried Fruit Market

International brands play a noticeable role in Algeria's dried fruit market, particularly within modern retail channels like supermarkets, often targeting urban consumers who may prioritize

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<sup>1</sup> <https://www.lloydsbanktrade.com/en/market-potential/algeria/distribution> accessed on 12/02/2025 at 15:10

<sup>2</sup> <https://www.djazagro.com/en/news-trends/studies-trends/sweet-snacks-in-algeria> accessed on 12/02/2025 at 15:15

<sup>3</sup> <https://www.foodexport.org/export-insights/market-country-profiles/algeria/> accessed on 12/02/2025 at 15:25

<sup>4</sup> <https://haddoudsalim.com/quality/> accessed on 12/02/2025 at 16:03

<sup>5</sup> Grin, R., & Agoune, C. (2017). Challenges in Export Diversification. Algerian Economic Review, 12(4), 113-129. <https://doi.org/10.2139/ssrn.3029257>

<sup>6</sup> <https://legacy.export.gov/article?id=Algeria-Agricultural-Sector> accessed on 15/02/2025 at 10:10

perceived quality, branding, and specific health attributes. These companies often leverage established brand reputations and potentially more sophisticated packaging and processing techniques to appeal to certain consumer segments, including those seeking premium or organic options<sup>1</sup>.

The international presence includes various types of players:

**Figure11:** *international dried fruit and nut brands potentially present in the Algerian market*

Category	Examples
Premium Global Brands	Sun-Maid (USA), Wonderful Pistachios (USA), Rapunzel (Germany), Seeberger (Germany)
Key European Importers/Distributors	Groupe Brousse / Brousse & Fils (France)
Turkish Dried Fruit Exporters	Taris, Anatolia Foods, Aydin Kuruyemiş
European & American Nut Suppliers	California Almonds, Blue Diamond Growers (USA), Borges (Spain)

Source: The INC Statistical Yearbook for 2022/23<sup>2</sup>

- **Leading International Brands in Algeria:**

-Sun-Maid (USA): As a global leader in raisins and dried fruits, Sun-Maid products are often found in international supermarket chains, likely targeting consumers interested in established international brands and potentially healthier snacking options.

-Groupe Brousse / Brousse & Fils (France): This major French importer has a significant presence, particularly specializing in sourcing and distributing Algerian Deglet Noor dates through long-standing relationships. They market under the "Brousse & Fils" brand in supermarkets like Carrefour and also offer other Mediterranean dried fruits like Turkish figs and apricots.

-Wonderful Pistachios (USA): Known for high-quality pistachios, this brand likely targets higher-income, urban consumers and may be found in larger supermarkets such as Carrefour and Ardis.

-Rapunzel Naturkost (Germany): Specializing in organic products, Rapunzel targets health-conscious consumers seeking certified organic nuts and dried fruits, likely found in specialized stores or larger supermarkets catering to this niche.

<sup>1</sup> <https://virtuemarketresearch.com/report/middle-east-and-africa-dried-fruits-market> accessed on 15/02/2025 at 10:17

<sup>2</sup> <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf> accessed on 15/02/2025 at 10:30

-Turkish Brands (e.g., Taris, Anatolia Foods): Given Turkey's strength in fig and apricot production , brands from this origin are key players in supplying these specific dried fruit categories to the Algerian market.

#### **2.8.5. Strengths & Competitive Advantages of International Players:**

-Branding and Packaging: International companies often invest heavily in brand building and utilize advanced packaging technologies (e.g., vacuum-sealing, resealable pouches) that enhance product appeal, shelf-life, and perceived quality, potentially differentiating them from some local offerings.

-Established Modern Retail Distribution: Many international brands have strong relationships with major supermarket and hypermarket chains (like Carrefour), ensuring visibility and accessibility, particularly in urban areas.

Perceived Quality and Safety: Consumers may associate international brands with higher quality control and food safety standards, which can be a significant advantage, especially among health-conscious demographics.

-Product Variety: International players can offer a wider range of dried fruits sourced globally, complementing locally produced staples like dates and figs.

#### **2.8.6. Challenges for International Players:**

-Import Costs and Tariffs: Imported goods face customs duties and potentially other import-related expenses, which can increase their final retail price compared to locally produced alternatives. While additional safeguard duties (DAPs) were reportedly removed for dried fruits in 2019 , standard tariffs and VAT still apply.

-Limited Traditional Market Penetration: Gaining access to Algeria's dominant traditional retail sector (small shops, local markets) is often difficult for international brands, limiting their overall market reach compared to local players with established wholesaler relationships.

Regulatory Hurdles: Navigating complex import regulations, including mandatory Arabic labeling and potentially intricate Halal certification requirements , can pose significant challenges and operational risks.

-Competition with Local Preferences: For certain products, particularly dates and figs where Algeria has strong local production , consumers may exhibit a strong preference for familiar, locally grown varieties, making it harder for foreign brands to dominate these specific segments.



## 2.9.Competitive Analysis: Local vs. International Players

*Table 6: Local vs International Players Comparison*

Factor	Local Players	International Players
Pricing	More affordable	Expensive due to import duties
Brand Recognition	Weak branding	Strong global recognition
Product Quality	Fresh & locally sourced	High-quality processing
Distribution	Strong in traditional markets	Strong in supermarkets
Market Share	60-70% (local)	30-40% (imported)

Source: Deloitte Algeria<sup>1</sup>

-Pricing becomes a differentiator. Local companies have a distinct advantage by having lower-priced products, thanks to the fact that there are no import duties to bear. This cost-effectiveness helps them to compete in price-sensitive segments.

-On the other hand, brand recognition mostly advantages global players, whose large global presence and high reputation add to consumer appeal and trust. Meanwhile, local brands often face the issue of lack of visibility and perceived value, thus limiting their growth in the upscale market segments.

-In terms of product quality, both segments have a different value proposition. The local players emphasize freshness and local ingredients, appealing to consumers who value authenticity and sustainability. International brands, on the contrary, emphasize standardized high-quality processing, which is appealing to customers who are concerned about hygiene and consistency.

-A definite divergence is also apparent in the distribution channels utilized. The local brands dominate traditional, informal markets, with strong grass roots ties. International companies, however, dominate modern trade channels, particularly supermarkets, where urban and high-income consumer demand is highest.

-Finally, market share data point to control by domestic players with a 60–70% market capture. It reflects deep penetration in the market and well-established consumer loyalty. International

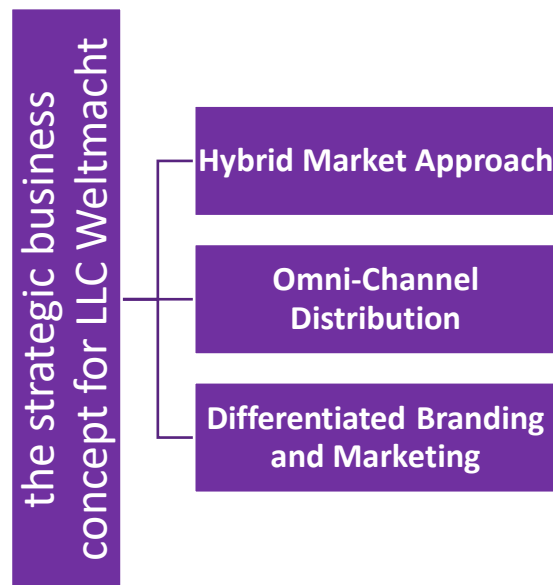
<sup>1</sup> (2023). *Competitive strategy in the Algerian food & beverage sector*. Retrieved from <https://www2.deloitte.com>

brands capture 30–40% and likely occupy niche or premium positions where brand and perceived quality drive purchase.

### 2.10. Strategic Implications for LLC Weltmacht

In penetrating the Algerian market for dried fruit, LLC Weltmacht requires a multi-faced strategy that addresses local strengths on the one hand and global best practices on the other. Following are the most significant strategic implications that will enhance its competitive edge<sup>1</sup>:

*Figure 9: the strategic business concept for LLC Weltmacht's entry into the Algerian dried fruit market.*



Source: Made by the student based on Kotler<sup>1</sup>

- **Hybrid Market Approach:** Local Sourcing and Premium Branding

LLC Weltmacht can capitalize on Algeria's abundant raw materials by employing high-quality dried fruits from domestic sources. To compete with international brands, however, the company must invest in advanced processing, upscale packaging, and strong brand building. This hybrid strategy offers a low-cost local supply chain, competitive prices, and an appeal to price-sensitive consumers as well as upscale buyers<sup>2</sup>.

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<sup>1</sup> Kotler, P., & Keller, K. L. (2021). *Marketing management* (15th ed.). Pearson.

<sup>2</sup> Algerian National Office of Statistics. (2023). *Agricultural production & market structure report*. Retrieved from <http://www.ons.dz> on 26/04/2025 at 16:15

- **Omni-Channel Distribution:** Supermarkets and E-Commerce

Breaking the large supermarket chain retailers such as Carrefour, Ardis, UNO, and Atac will offer high visibility for the market. However, to reach urban and technology-accepting consumers, the company also must have solid online presence. This strategy would include forming retail partnerships with supermarkets for national exposure, utilizing internet platforms such as Jumia and local food apps, and selling directly through subscription boxes for repeat purchases<sup>1</sup>.

- **Differentiated Branding and Marketing:**

- Premium and Health-Oriented :To compete with well-established global brands, new entrants must focus on building a strong brand identity that emphasizes the health benefits of dried fruits, high-quality packaging such as resealable and eco-friendly packaging, and building a cultural connection by incorporating local heritage and traditional flavors into its marketing strategy<sup>2</sup>.

- Consumer-Centric Product Development: Aligning with Market Trends

Algerian consumers are increasingly health-aware and demand natural foods. LLC Weltmacht can position its product lines in line with this emerging trend by launching organic and sugar-free dried fruits, creating mixed fruit and nut packs as healthy, easy-to-consume snacks, and formulating value-added products like chocolate-coated dates or protein-rich nut mixes<sup>3</sup>.

- Certification and Compliance: Enhancing Market Credibility

To gain consumer trust and facilitate potential markets for export, the business needs to obtain top-level certifications and assurance of quality. These include ISO 22000 for food safety management, HACCP certification for international trust, organic and fair trade certifications for high-end consumers, and Halal certification for increasing regional and global marketability<sup>4</sup>.

### 3. The Algerian Consumer Behavior

It is important for LLC Weltmacht to understand Algerian consumer behavior in order to position itself well in the dried fruit market. This segment delves into consumer tastes, buying habits, price

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<sup>1</sup> Euromonitor International. (2023). *Market analysis: Dried fruits and nuts industry in Algeria*. Retrieved from <https://www.euromonitor.com> on 26/04/2025 at 16:25

<sup>2</sup> Nielsen. (2023). *Consumer trends in health and natural food products in North Africa*. Retrieved from <https://www.nielsen.com> on 27/04/2025 at 10:21

<sup>3</sup> FAO. (2023). *Global dried fruit industry report: Market trends and innovations*. Retrieved from <https://www.fao.org> on 28/04/2025 at 12:32

<sup>4</sup> International Organization for Standardization (ISO). (2023). *ISO 22000: Food safety management systems – Requirements for any organization in the food chain*. Retrieved from <https://www.iso.org> on 29/04/2025 at 17:35

consciousness, health consciousness, and brand image in order to formulate a winning market strategy.

### **3.1.Consumer Preferences and Trends**

Most heads of households in Algeria prefer healthier and natural food. Greater awareness of the health benefits of dried fruits and nuts has led to greater demand, especially for organic and sugar-free ones<sup>1</sup>. Some of the key consumer preferences are:

- Locally Sourced Products Preference – Algerian-grown dried fruits, particularly dates, figs, almonds, and walnuts, are preferred by consumers because of Algerian Touch concept which is Supporting and promoting Algerian national products by raising awareness of the importance of buying local goods to grow the national economy, support local industries, and preserve jobs within Algeria. This campaign fosters pride in Algerian products and encourages consumers to choose them over imported goods, contributing to the country's economic and social development.
- Growing Demand for Organic and Natural – Urban consumers, especially in Algiers, Oran, and Constantine, want organic, additive-free dried fruits.
- Packaging and Convenience Matter – Single-serve, resalable, and vacuum-packed dried fruits are popular due to on-the-go consumption.
- Flavor and Taste Innovation – Flavored dried fruits, such as honey-coated nuts, spiced almonds, and chocolate-covered dates, are in greater demand.<sup>2</sup>

-Market surveys indicate that 70% of Algerian buyers consider dried fruits as a healthy alternative to processed snacks<sup>3</sup>.

### **3.2.Shopping Patterns and Purchase Behavior**

Dried fruits are bought by Algerians through both traditional and new retailing channels. Understanding where and how they shop helps in tailoring distribution strategies.

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<sup>1</sup>[https://www.researchgate.net/publication/361469530\\_Consumer\\_awareness\\_and\\_actual\\_buying\\_behaviour\\_of\\_organic\\_food\\_in\\_Algeria](https://www.researchgate.net/publication/361469530_Consumer_awareness_and_actual_buying_behaviour_of_organic_food_in_Algeria) on 30/04/2025 at 22:30

<sup>2</sup> Food and Agriculture Organization. (2022). *Smallholder farmers & market access in North Africa*. Retrieved from <https://www.fao.org> on 29/04/2025 at 22:05

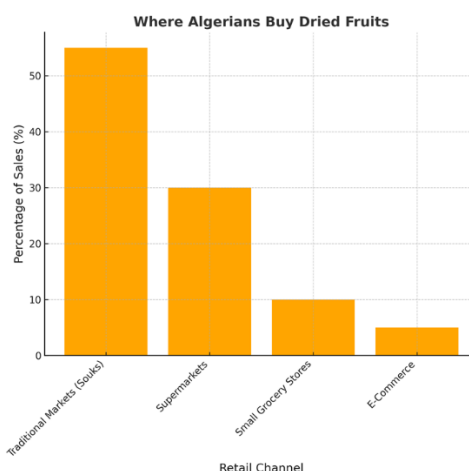
<sup>3</sup> Nielsen. (2023). *Consumer trends in health and natural food products in North Africa*. Retrieved from <https://www.nielsen.com> on 01/05/2025 at 22:03

Table 7: Where Algerians Buy Dried Fruits

Retail Channel	Consumer Behavior
Traditional Souks & Open-Air Markets	<ul style="list-style-type: none"> <li>Preferred by older consumers and bulk buyers who prioritize price over packaging.</li> </ul>
Supermarkets (Carrefour, Ardis, UNO, Atac)	<ul style="list-style-type: none"> <li>Urban middle-class shoppers seek branded and premium packaged dried fruits.</li> </ul>
Small Grocery Stores (Hanout)	<ul style="list-style-type: none"> <li>Everyday shoppers buy small quantities due to affordability.</li> </ul>
Online Platforms (Jumia, Local E-Stores)	<ul style="list-style-type: none"> <li>Younger and health-conscious consumers prefer home delivery and subscription-based purchases.</li> </ul>

Source: Deloitte Algeria<sup>1</sup>.

Figure 10: Where Algerians Buy Dried Fruits



Source: Created by student based on data of ONS<sup>2</sup>

- Algerian National Office of Statistics (ONS) report that 55% of Algerians still buy dried fruits from traditional markets, though modern retail and e-commerce are growing robustly<sup>3</sup>.

### 3.3.Willingness to Pay and Price Sensitivity

Price remains a significant determinant of buying behavior, but product quality and brand image are gaining importance.

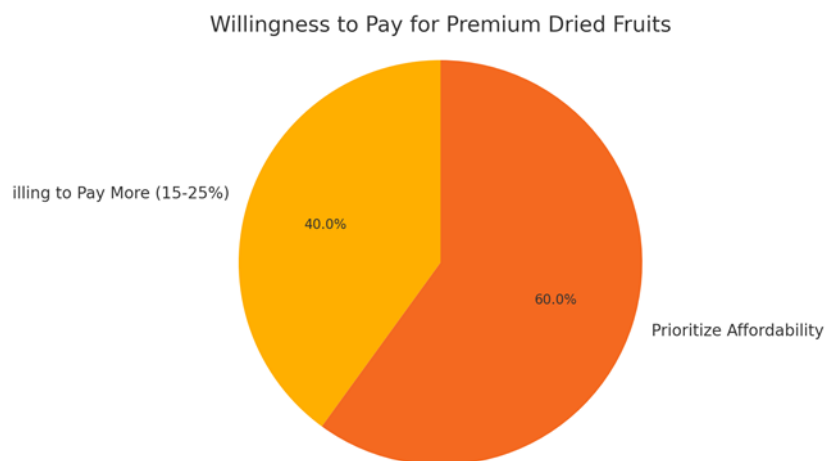
<sup>1</sup> (2023). Retail transformation in North Africa: Consumer preference shifts. Retrieved from <https://www2.deloitte.com> on 01/05/2025 at 22:10

<sup>2</sup> Algerian National Office of Statistics (ONS). (2023). *Agricultural production & market structure report*. Retrieved from <http://www.ons.dz> on 01/05/2025 at 22:23

<sup>3</sup> Algerian National Office of Statistics (ONS). (2023). *Agricultural production & market structure report*. Retrieved from <http://www.ons.dz> on 02/05/2025 at 22:16

- Budget Shoppers – The majority of Algerian consumers prioritize affordability and shop for bulk, unbranded dried fruits at traditional markets.
- Premium Buyers – Urban upper-income groups are willing to pay extra for packaged, branded, and organic products.
- Seasonal Price Volatility – Festive seasons and Ramadan witness an increase in demand for dried fruits, thus impacting price elasticity.

*Figure 11: A chart depicting consumer price sensitivity, showing what percentage of buyers are willing to pay extra for premium dried fruits.*



**Source:** Made by the student based on data of Nielsen<sup>1</sup>

Nielsen studies found that 40% of Algerian consumers are willing to pay 15-25% more for dried fruits with good-quality packaging and quality guarantee<sup>2</sup>.

### 3.4. Health Consciousness and Dietary Trends

With diet-related ailments becoming a cause of concern, Algerians are increasingly turning towards nutrient-dense foods like dried fruits and nuts.

- Dried Fruits as a Healthy Snack – Consumers consider dates, almonds, and figs as energy-rich foods, especially during Ramadan and winter seasons.
- Diabetes and Sugar-Free Preferences – Consumers are increasingly turning to unsweetened and low-sugar dried fruit options, especially among the middle-aged and elderly.

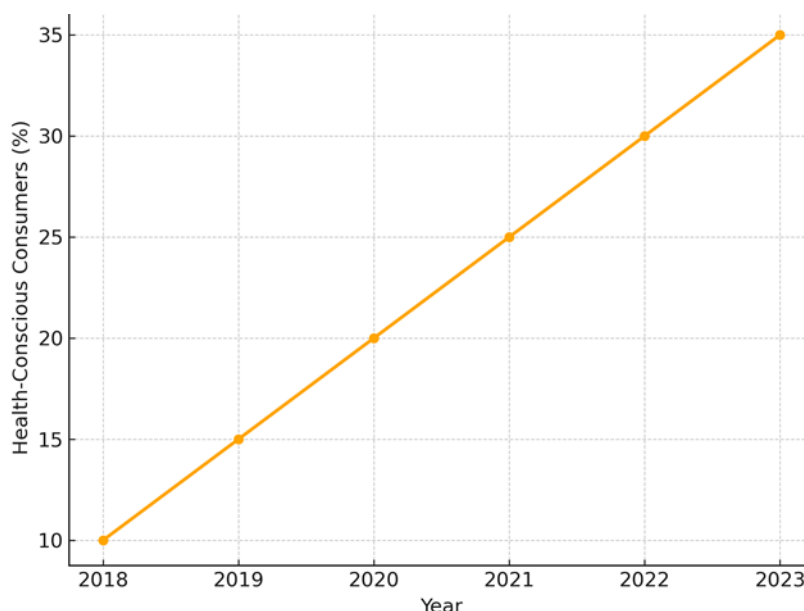
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<sup>1</sup> Nielsen. (2023). *Consumer willingness-to-pay for premium food products in North Africa*. Retrieved from <https://www.nielsen.com> on 02/05/2025 at 22:25

<sup>2</sup> Nielsen. (2023). *Consumer willingness-to-pay for premium food products in North Africa*. Retrieved from <https://www.nielsen.com> on 02/05/2025 at 22:30

- Social Media & Nutrition Awareness – Bloggers, Instagram, and YouTube are making young consumers opt for organic and responsibly sourced products.

*Figure 12: Growth of health conscious costumers in Algeria*



Source: Made by the student based on data of Mintel<sup>1</sup>

- Algerian health-conscious consumers are estimated to have increased by 35% in the last five years by Deloitte, with demand for high-end dried fruits as a consequence<sup>2</sup>.

### **3.5.Brand Perception and Loyalty**

Algeria's dried fruit market is significantly fragmented, and brand loyalty is low. There are numerous customers who purchase depending on price and availability as opposed to brand.

- Unbranded vs. Branded Dried Fruits – 70% of sales from dried fruits remain unbranded, although premium branding is becoming popular<sup>3</sup>.
- Trust in Local Brands – Algerians place their trust in domestic producers, yet foreign brands are less likely to be bought because packaging, quality, and certifications are of interest to the buyer.

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<sup>1</sup> Mintel. (2023). *The rise of healthy snacking in emerging markets*. Retrieved from <https://www.mintel.com> on 03/05/2025 at 23:21

<sup>2</sup> Mintel. (2023). *The rise of healthy snacking in emerging markets*. Retrieved from <https://www.mintel.com> on 04/05/2025 at 15:25

<sup>3</sup> FAO (Food and Agriculture Organization). (2023). *Smallholder farmers & market access in North Africa*. Retrieved from <https://www.fao.org>

- Word-of-Mouth Marketing – Endorsements by family and social media testimonials play a significant role in driving customer choices.



## Chapter II: Practical Implementation and Analysis

This chapter serves as a practical extension of the theoretical foundations laid out earlier, demonstrating how strategic concepts can be explored and applied within a real-world business environment. The selected setting for this empirical study is Groupe Tiziri, a prominent and diversified Algerian conglomerate. Through this internship experience, we aim to examine the group's operations, strategic direction, and sectoral diversification. Specifically, this chapter will cover the following key points:

### **Section 01: Presentation of Tiziri group**

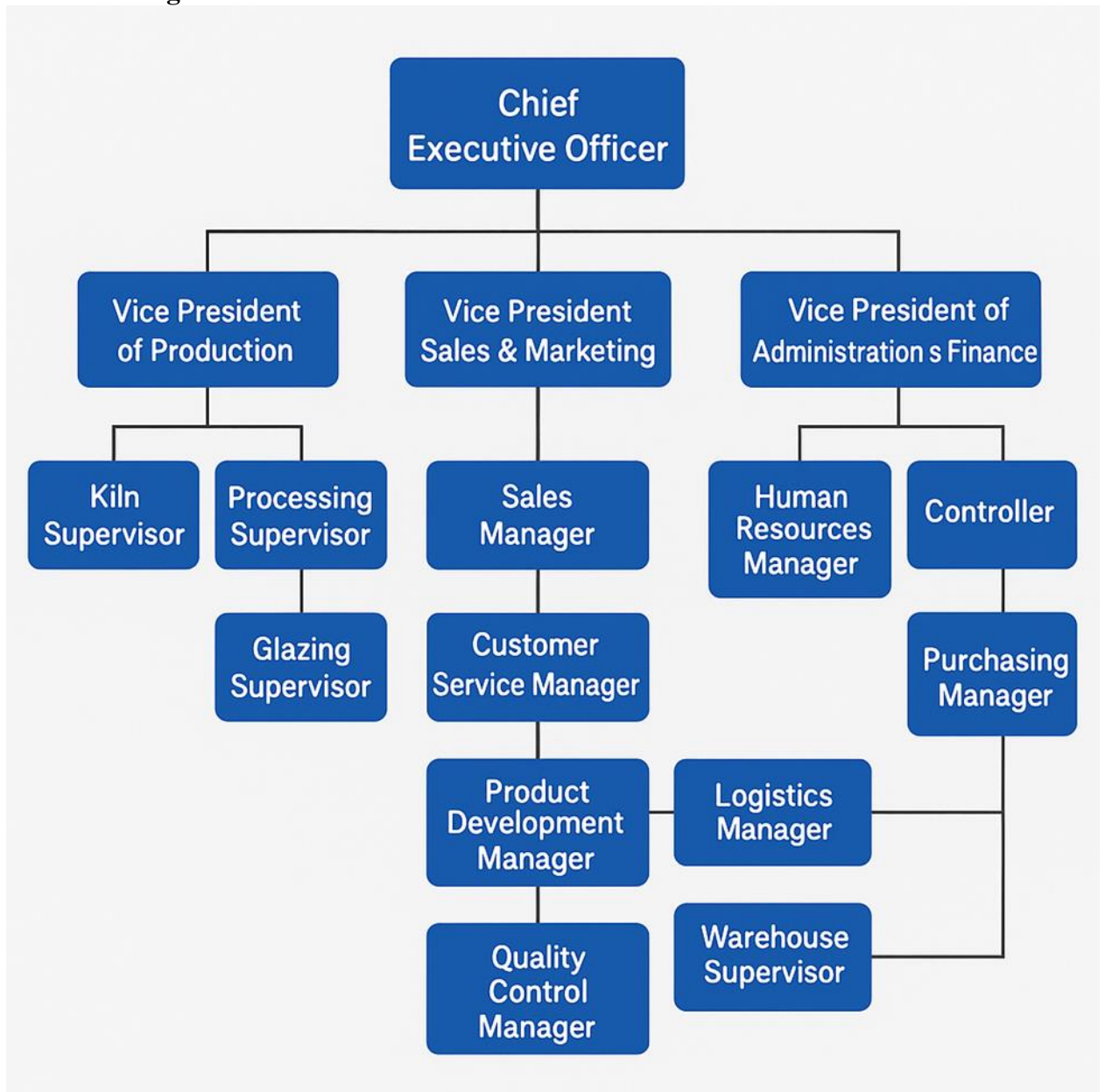
Groupe Tiziri is a diversified Algerian conglomerate with operations spanning construction materials, ceramics, real estate, logistics, and heavy equipment distribution. Founded and led by M. Saïd BOUKRIF, the group benefits from a strong regional presence and a robust portfolio of industrial and commercial subsidiaries. Its integrated business model and capital-intensive investments position it as a key player in Algeria's infrastructure and housing development landscape.



Beyond its industrial core, Groupe Tiziri has also expanded into agriculture, owning productive farmland and managing a livestock division, thus extending its footprint into the primary sector. The group is currently preparing to enter the mineral water market, marking its debut in the fast-moving consumer goods (FMCG) segment. This strategic move reflects its ambition to diversify into high-demand sectors with strong branding and consumer engagement potential.

My interest in Groupe Tiziri is driven by two strategic considerations. First, by closely observing the marketing strategies they implement for their mineral water launch, I intend to gain valuable insights that could inform a potential independent investment in the dried fruits market. Second, considering their solid agricultural foundation and well-established logistics capabilities, I see a compelling opportunity to collaborate with Groupe Tiziri and encourage their entry into the dried fruits and nuts segment (a market with significant local demand and promising export prospects).

**1. Organizational chart**



## Section 02: Empirical study

In this section, we present the findings of a study that explored the intricate relationships between consumer preferences, market trends, and product suggestions in the context of the dried fruits and nuts industry in Algeria. Utilizing questionnaire responses as the primary source of information, the study also incorporated various research methods, including qualitative analysis of open-ended responses, document review, and expert interviews, to enhance the depth and reliability of the data collected.

### 1. Data Collection and Evaluation Tool:

We conducted a comprehensive study involving 370 participants to investigate the perceptions and suggestions regarding a new company specializing in dried fruits and nuts in the Algerian market. Data was meticulously gathered through a structured questionnaire that was disseminated via online platforms and direct outreach to ensure extensive coverage and engagement.

To ensure the robustness of our findings, we employed various tools for data collection and validation throughout the study. This included analyzing qualitative feedback from respondents, which provided valuable insights into consumer expectations and market dynamics. Additionally, we reviewed a range of documents, including market reports and competitor analyses, to ensure that the information collected was both reliable and comprehensive.

### 2. The Survey

- **Main axes of the questionnaire:** (Questionnaire is in Appendix A)

The survey is divided into five main parts designed to gather detailed information. It was distributed in Arabic to make sure it is easy to understand and trustworthy. This approach of using a Local language was intended to make it easier for common people to respond, ultimately improving the inclusivity and efficiency of the research.

#### A. Section 01: Personal Data (04 Questions):

This section is designed to gather basic demographic information from the people being surveyed, such as age range, gender, education level, monthly earnings. This information is essential for further analysis, as it helps in identifying patterns such as the impact of age, gender, or average household income on consumer culture.

#### B. Section 02: Evaluation of Purchasing habits and decision-making factors (5 questions)

In the second section of the questionnaire, the focus was on "purchasing habits and decision-making factors" in order to understand the consumption behavior of the target audience regarding

dried fruits and nuts. A question was asked about the number of times per week the respondent buys these products, with the aim of assessing the frequency of consumption and whether these products are part of regular or seasonal purchases—an essential insight for developing an appropriate distribution strategy. Another question addressed the consumer's preferred place of purchase (e.g., supermarkets, herbal shops, retailers, etc.) to identify the most effective marketing channels for reaching the target audience. In terms of purchase motivations, the questionnaire evaluated the influence of several factors such as quality, price, brand reputation, and packaging, in order to determine what drives consumer decision-making, which will help in building a value proposition aligned with market expectations. The survey also explored the types of products most frequently included in consumer purchases, to identify the most popular preferences and guide product selection accordingly. Finally, the quantity usually purchased was assessed to determine the ideal packaging sizes, allowing pricing and packaging strategies to be adjusted to actual consumer behavior.

### **C. Section 03 (03 questions) : Cultural influences and consumption patterns**

In the third section of the questionnaire, titled “Cultural Influences and Consumption Patterns”, the aim was to explore how cultural and seasonal events impact consumer behavior regarding dried fruits and nuts. Respondents were asked during which occasions (e.g., religious holidays, weddings, family gatherings) they tend to consume or purchase these products more frequently. This helps identify peak demand periods and allows for strategic planning in terms of stock, marketing, and promotions. Another question examined whether prices of dried fruits and nuts tend to rise during these occasions, to better understand market dynamics and consumer perceptions. For those who answered "yes", a follow-up question asked for their opinion on the reason behind the price increase, whether it is due to higher demand, limited supply, or market speculation. The insights from this section are valuable for developing pricing strategies and anticipating consumer behavior during high-demand periods.

### **D. Section 04 (06 questions): Marketing and Packaging**

This section of the questionnaire aims to examine the impact of marketing elements and product packaging on consumer behavior, as well as to understand consumers’ preferences regarding how they discover new products and their attitudes toward healthy choices. The questions help determine the extent to which packaging influences purchasing decisions, an important factor for companies looking to improve the visual and functional appeal of their products. They also help

identify consumers' preferred types of packaging, offering clear guidance on suitable materials and designs. Additionally, the questions related to channels for discovering new products provide insights into the effectiveness of advertising and digital marketing efforts. Knowing whether respondents have seen advertisements for Algerian dried fruit and nut products helps assess the visibility and recognition of local brands. Furthermore, identifying which promotional offers motivate consumers to try new products can support the development of more effective future marketing campaigns. Finally, asking whether consumers prefer natural (unprocessed) products helps capture health-related consumption trends, enabling businesses to create products that align with this growing demand.

#### **E. Section 05 (03 questions) : Brand loyalty and recommendations**

This section of the questionnaire aims to examine the level of brand loyalty and consumers' willingness to try new products. The question about preferring a specific brand helps to understand the degree of attachment to existing brands in the market and to measure the level of consumer loyalty, which is a key indicator for assessing competitive strength. Meanwhile, the questions related to a new company offering a high-quality product at a reasonable price with attractive packaging allow for evaluating how open consumers are to innovation and how willing they are to accept new entrants in the market. The question "Would you be willing to try a new product if you saw its advertisement?" measures the impact of advertising on purchasing behavior, which is useful for understanding the effectiveness of promotional campaigns. Finally, asking participants to provide suggestions for a new company specializing in dried fruits and nuts offers practical insights directly from the target market, thereby enhancing the alignment of the marketing strategy with the needs and expectations of Algerian consumers.

#### **3. Evaluation process:**

The way we evaluate things combines open-ended questions and scaled inquiries, using the well-known Likert scale . This scale, with five (05) points , helps us understand individuals' behaviors, preferences, and reactions. Widely used in research, the Likert scale provides a structured way to measure qualitative data, giving us important insights into how respondents perceive and feel about different aspects.

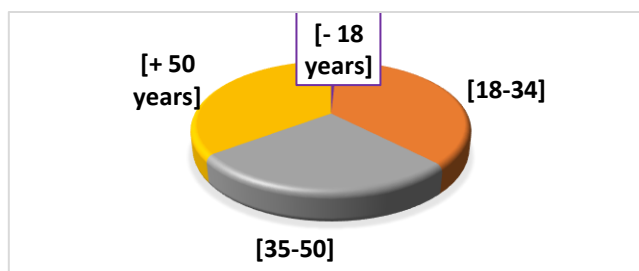
#### **4. Analysis of results:**

In this part, we will explore the data we gathered from our survey using a combination of descriptive and inferential analysis methods.

Table 8: Age Distribution

	n	%	Cum
[- 18 years]	3	.8	.8
[18-34]	134	36.8	37.6
[35-50]	99	27.2	64.8
[+ 50 years]	128	35.2	100.0
Total	364	100.0	

Figure 13: Age frequency



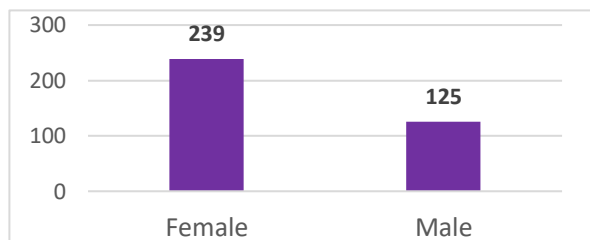
**Source:** made by the student based on SPSS outputs.

The age profile of respondents shows a well-distributed demographic, with the majority falling into the 18–34 age group (36.8%), followed closely by those aged 50 and above (35.2%). The 35–50 segment accounts for 27.2%, while individuals under 18 make up only 0.8%. This indicates that both younger adults and older consumers are key market segments for dried fruits in Algeria. The younger cohort presents opportunities for digital engagement and health-oriented marketing, whereas older consumers may respond more to messaging around tradition, wellness, and reliability. The 35–50 age group, representing a transitional segment, likely seeks a balance between quality, convenience, and value.

Table 9: Gender Distribution

	n	%	Cum
Female	239	65.7	65.7
Male	125	34.3	100.0
Total	364	100.0	

Figure 14: Gender frequency



**Source:** made by the student based on SPSS outputs.

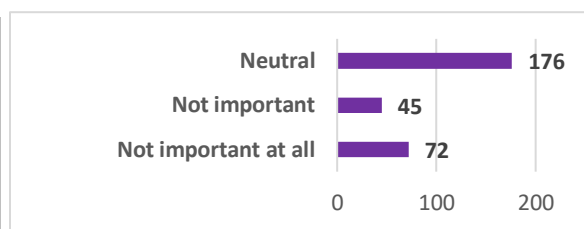
The sample is predominantly female, comprising 65.7% of respondents, compared to 34.3% male. This suggests that women play a more central role in the purchasing and consumption of dried fruits in Algeria. For a new entrant like LLC Weltmacht, this highlights the importance of tailoring marketing efforts—such as health messaging, packaging, and advertising platforms—to appeal to female consumers, while also recognizing the potential of engaging the male demographic through targeted promotions.

## Education Level

Table 10: Education Level

	n	%	Cum
Intermediate or Below	4	1.1	1.1
Secondary	135	37.1	38.2
University or Postgraduate	225	61.8	100
Total	364	100	

Figure 18: Education level frequency



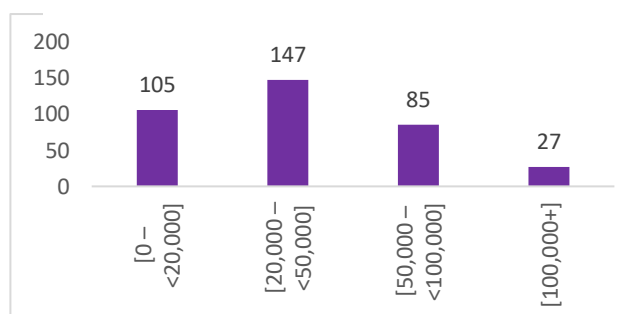
**Source:** made by the student based on SPSS outputs.

The survey results indicate that the majority of respondents (61.8%) have attained a university or postgraduate level of education, while 37.1% have completed secondary education. A very small proportion (1.1%) reported an education level below secondary. This suggests that the sample largely consists of individuals with relatively high educational backgrounds. For a company entering the Algerian dried fruit market, such as LLC Weltmacht, this may imply a customer base that is more discerning and responsive to product information, quality indicators.

Table 11: Average monthly income

	n	%	Cum
[0 – <20,000]	105	28.8	28.8
[20,000 – <50,000]	147	40.4	69.2
[50,000 – <100,000]	85	23.4	92.6
[100,000+]	27	7.4	100
Total	364	100	

Figure 22: Average monthly income chart



**Source:** made by the student based on SPSS outputs.

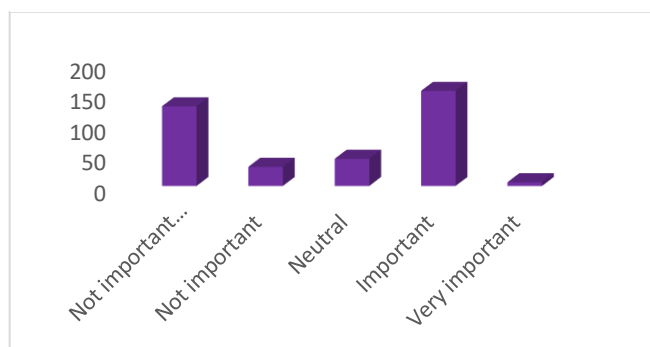
The income distribution among respondents shows that a significant portion earns between 20,000 and 50,000 DZD per month, representing 40.4% of the sample. This is followed by 28.8% earning less than 20,000 DZD, and 23.4% with monthly incomes ranging from 50,000 to just under 100,000 DZD. Only a small fraction (7.4%) reported earning over 100,000 DZD. This structure suggests that the majority of potential customers fall within a middle-income bracket, which is crucial for pricing strategies—products should be positioned to offer strong value without compromising on perceived quality.



Table 12: Times per week you buy dried fruits

	n	%	Cum
I never buy	73	20.1	20.1
Rarely	57	15.7	35.7
Sometimes	203	55.8	91.5
Often	23	6.3	97.8
Daily	8	2.2	100.0
Total	364	100	

Figure 23: Times per week you buy dried fruits frequency



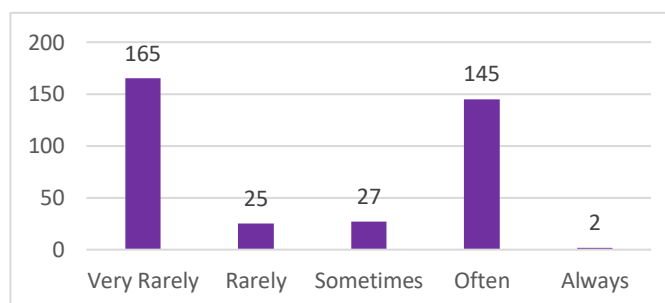
**Source:** made by the student based on SPSS outputs.

The frequency data indicates that over half of the respondents (55.8%) purchase dried fruits and nuts occasionally, suggesting they are casual but consistent consumers. A smaller portion, 6.3%, buy these products often, while daily buyers are minimal at just 2.2%. Interestingly, 20.1% report never purchasing dried fruits and nuts, and another 15.7% say they rarely do. This pattern reflects a moderate yet promising level of demand, with room for growth through awareness campaigns, promotions, and broader product availability to encourage more frequent consumption.

Table 13: preferred place of purchase [Supermarkets]

	n	%	Cum
Very Rarely	48	13.2	13.2
Rarely	30	8.2	21.4
Sometimes	61	16.8	38.2
Often	217	59.6	97.8
Always	8	2.2	100.0
Total	364	100	

Figure 24: preferred place of purchase [Supermarkets]



**Source:** made by the student based on SPSS outputs.

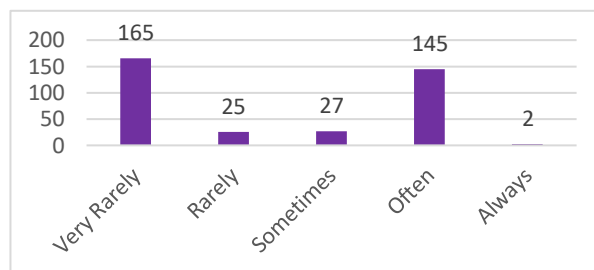
The data shows that supermarkets are a highly preferred purchase location for dried fruits and nuts, with nearly 60% of respondents indicating they often shop there, and an additional 2.2% saying they always do. About 16.8% shop there occasionally, while a smaller segment—13.2% very rarely and 8.2% rarely—prefer other purchase channels. This trend highlights supermarkets as the dominant retail space for dried fruit sales, suggesting that new entrants like LLC Weltmacht

should prioritize shelf presence, strategic placement, and in-store promotions in these outlets to reach the majority of consumers.

Table 14: preferred place of purchase [Wholesale sellers]

	n	%	Cum
Very Rarely	122	33.5	33.5
Rarely	72	19.8	53.3
Sometimes	155	42.6	95.9
Often	12	3.3	99.2
Always	3	.8	100.0
Total	364	100.0	

Figure 25: preferred place of purchase [Wholesale sellers]



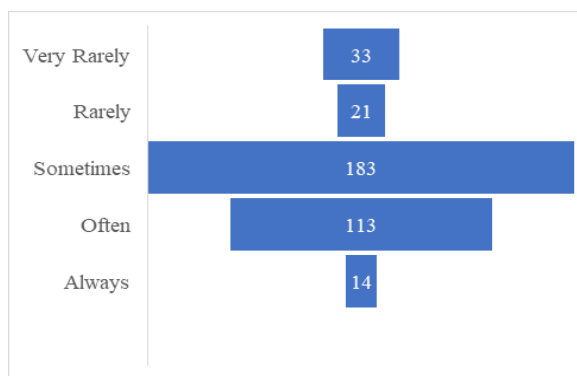
**Source:** made by the student based on SPSS outputs.

The results indicate that while wholesale sellers are used by many consumers, they are not the primary or most frequent point of purchase for most. Only 3.3% of respondents reported buying from wholesalers often, and just 0.8% always do. In contrast, a large portion—42.6%—buy from them occasionally, and over half (53.3%) purchase either rarely or very rarely. This suggests that wholesale channels may serve more for occasional bulk buying rather than routine consumption. For a company like LLC Weltmacht, wholesalers can be seen as a complementary distribution channel rather than a core retail strategy, particularly useful for targeting specific segments like small retailers or large families.

Table 15: preferred place of purchase [Retailers]

	n	%	Cum
Very Rarely	33	9.1	9.1
Rarely	21	5.8	14.8
Sometimes	183	50.3	65.1
Often	113	31.0	96.2
Always	14	3.8	100.0
Total	364	100.0	

Figure 26: preferred place of purchase [Retailers]



**Source:** made by the student based on SPSS outputs.

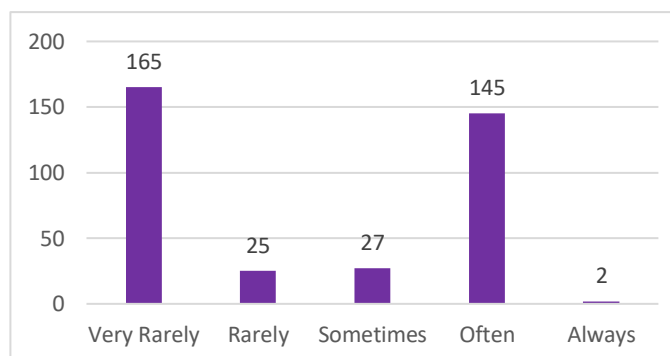
The data shows that retailers are a significant purchasing channel for dried fruits and nuts, with over 80% of respondents indicating they buy from retailers at least "sometimes." Specifically, 50.3% do so occasionally, while 31% report frequent purchases, and 3.8% always rely on retailers. Only a small portion—14.9%—rarely or very rarely shop at these outlets. This suggests that

retailers play a central role in consumer access to dried fruits in Algeria. For LLC Weltmacht, this highlights the strategic importance of building strong relationships with retail distributors to ensure widespread visibility and availability at the consumer level.

Table 16: preferred place of purchase [Herbal shops]

	n	%	Cum
Very Rarely	131	36.0	36.0
Rarely	26	7.1	43.1
Sometimes	43	11.8	54.9
Often	158	43.4	98.4
Always	6	1.6	100.0
Total	364	100.0	

Figure 27: preferred place of purchase [Herbal shops]



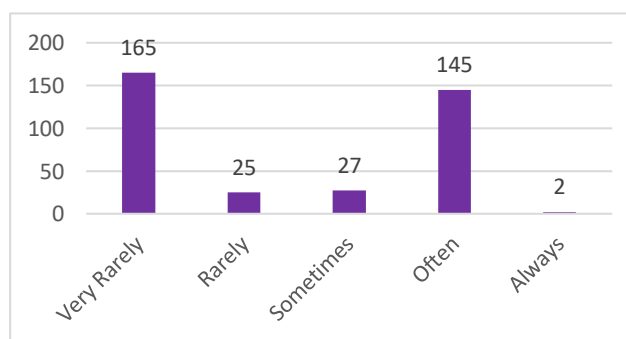
**Source:** made by the student based on SPSS outputs.

The data indicates that herbal shops are a notable purchasing channel for dried fruits and nuts in Algeria, with 43.4% of respondents stating they often buy from them. While 11.8% report occasional purchases and 1.6% always shop there, a considerable portion—36%—buy from herbal shops very rarely. This polarization suggests that herbal shops cater to a specific consumer segment, likely those who prioritize traditional or perceived natural product sources. For LLC Weltmacht, targeting herbal shops could offer access to health-conscious or culturally inclined consumers, but efforts should be tailored to stand out in a niche but competitive environment.

Table 17: preferred place of purchase? [Tea shops]

	n	%	Cum
Very Rarely	73	20.1	20.1
Rarely	22	6.0	26.1
Sometimes	200	54.9	81.0
Often	59	16.2	97.3
Always	10	2.7	100.
Total	364	100	

Figure 28: preferred place of purchase? [Tea shops]



**Source:** made by the student based on SPSS outputs.

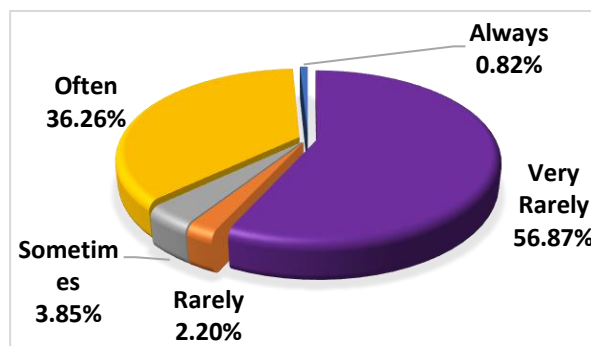
The data reveals that tea and nuts shops are a moderately popular option for purchasing dried fruits and nuts, with the majority of respondents (54.9%) indicating they sometimes shop there.

Additionally, 16.2% reported frequent purchases, and 2.7% always choose these outlets. However, 20.1% rarely use this channel, and 6% do so only occasionally. This suggests that while tea and nuts shops maintain a consistent customer base, they are not the dominant choice. For a new entrant like LLC Weltmacht, these shops present a valuable but secondary distribution opportunity, particularly effective if paired with engaging in-store promotions and localized product assortments.

Table 18: place of purchase [Online shopping]

	n	%	Cum
Very Rarely	207	56.9	56.9
Rarely	8	2.2	59.1
Sometimes	14	3.8	62.9
Often	132	36.3	99.2
Always	3	.8	100.
Total	364	100.	

Figure 29: place of purchase [Online shopping]



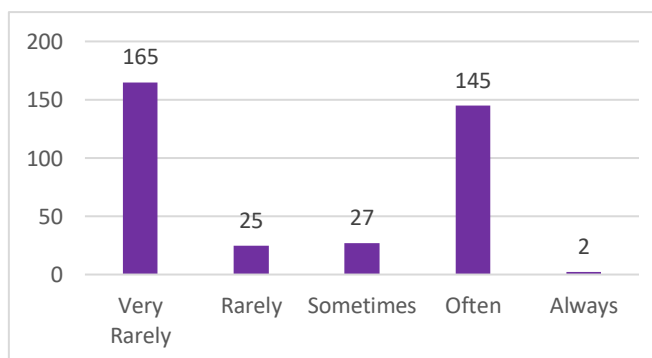
**Source:** made by the student based on SPSS outputs.

A review of the responses shows that online shopping is not the dominant method for purchasing dried fruits and nuts among participants. More than half of the respondents (56.9%) reported that they very rarely shop online for these products. Only a small portion—3.8%—indicated they sometimes do, and 2.2% said they rarely do. However, a significant minority (36.3%) stated they often shop online, pointing to a growing openness toward digital purchasing. Just 0.8% reported always buying online. These figures suggest that while online purchasing is not yet mainstream, there is notable potential for growth, particularly among consumers who prioritize convenience or are more digitally engaged.

Table 19: place of purchase? [Other stores]

	n	%	Cum
Very Rarely	165	45.3	45.3
Rarely	25	6.9	52.2
Sometimes	27	7.4	59.6
Often	145	39.8	99.5
Always	2	.5	100
Total	364	100.0	

Figure 30: place of purchase? [Other stores]



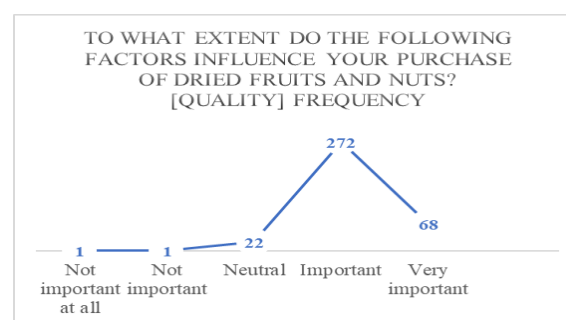
**Source:** made by the student based on SPSS outputs.

A notable contrast exists in consumer habits concerning purchases from "other stores"—a category likely encompassing local markets, informal vendors, or small specialty outlets. While 45.3% of respondents indicated they very rarely use these channels, a substantial portion (39.8%) reported frequent purchases. Occasional buyers are relatively few, and consistent (always) buyers are nearly absent. This polarized distribution implies that such outlets appeal to specific consumer profiles or regional preferences. For LLC Weltmacht, this channel may not offer mass appeal but could serve as a strategic touchpoint in select localities or for tailored promotional efforts.

Table 20: Factors that influence your purchase [Quality]

	n	%	Cum
Not important at all	1	.3	.3
Not important	1	.3	.5
Neutral	22	6.0	6.6
Important	272	74.7	81.3
Very important	68	18.7	100.
Total	364	100.	

Figure 31: Factors that influence your purchase [Quality]



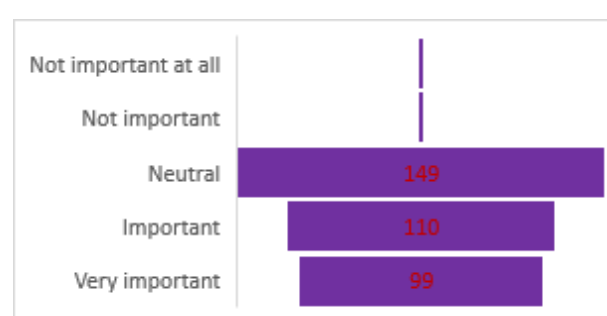
**Source:** made by the student based on SPSS outputs.

The overwhelming majority of respondents (93.4%) consider quality either important or very important when purchasing dried fruits and nuts. With 74.7% rating it as important and 18.7% as very important, quality emerges as the most critical decision factor in consumer preferences. Only a negligible fraction of participants view quality as unimportant. This underscores the need for LLC Weltmacht to prioritize product quality in its offerings and communicate this clearly through branding, packaging, and quality assurance standards to build consumer trust and loyalty.

Table 21: factors that influence your purchase [Price]

	n	%	Cum
Not important at all	3	.8	.8
Not important	3	.8	1.6
Neutral	149	40.9	42.6
Important	110	30.2	72.8
Very important	99	27.2	100.0
Total	364	100	

Figure 32: factors that influence your purchase [Price]



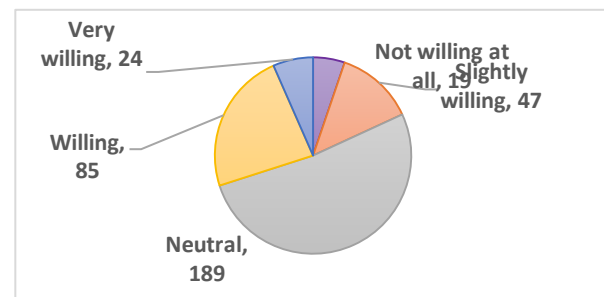
**Source:** made by the student based on SPSS outputs.

Price plays a moderately strong role in consumer decisions, with 57.4% of respondents stating that it is an important (30.2%) or very important (27.2%) factor. Interestingly, a significant portion of participants (40.9%) expressed neutrality toward price, suggesting that while cost matters, it may not override other considerations such as quality. Only a very small fraction (1.6%) consider price unimportant. For LLC Weltmacht, this implies that offering competitive prices is beneficial, but not at the expense of quality—value-for-money positioning may be more effective than simply competing on low price alone.

Table 22: factors influence your purchase [Brand reputation]

	n	%	Cum
Not important at all	73	20.1	20.1
Not important	36	9.9	29.9
Neutral	58	15.9	45.9
Important	179	49.2	95.1
Very important	18	4.9	100
Total	364	100	

Figure 33: factors that influence your purchase [Brand reputation]



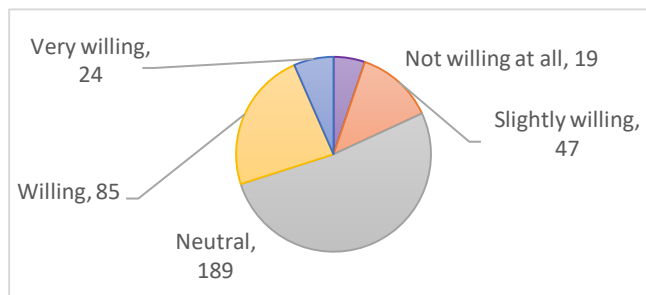
**Source:** made by the student based on SPSS outputs.

The data illustrates a divided perception regarding the importance of brand reputation in the purchase of dried fruits and nuts. Nearly half of the respondents (49.2%) consider it important, with an additional 4.9% viewing it as very important. However, a significant portion—30% in total—regard brand reputation as unimportant, and 15.9% remain neutral. This distribution suggests that while brand image plays a role for many consumers, especially those seeking reliability and trust, it is not universally influential. For a company like LLC Weltmacht, this indicates an opportunity to gradually build brand equity while focusing on more universally prioritized factors like quality and pricing.

Table 23: Factors that influence your purchase [recommendations]

	n	%	Cum
Not important at all	70	19.2	19.2
Not important	19	5.2	24.5
Neutral	194	53.3	77.7
Important	66	18.1	95.9
Very important	15	4.1	100.0
Total	364	100.0	

Figure 34: Factors that influence your purchase [recommendations]



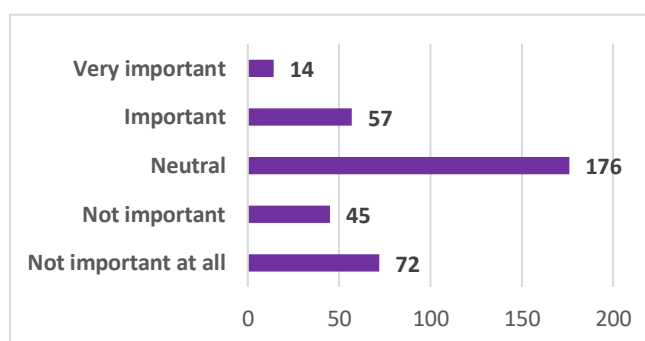
**Source:** made by the student based on SPSS outputs.

The influence of friends' or family recommendations appears limited among the surveyed consumers. Over half of respondents (53.3%) indicated a neutral stance, suggesting that such recommendations neither strongly encourage nor dissuade their purchase decisions. Meanwhile, 24.4% consider these opinions unimportant, and only 22.2% find them important or very important. This pattern implies that personal referrals are not a dominant driver in dried fruit and nut purchases. For LLC Weltmacht, this suggests that while word-of-mouth may still hold some value, strategic focus should be placed on more decisive factors such as product quality and in-store visibility.

Table 24: [Availability in large quantities]

	n	%	Cum
Not important at all	72	19.8	19.8
Not important	45	12.4	32.1
Neutral	176	48.4	80.5
Important	57	15.7	96.2
Very important	14	3.8	100
Total	364	100	

Figure 35: [Availability in large quantities]



**Source:** made by the student based on SPSS outputs.

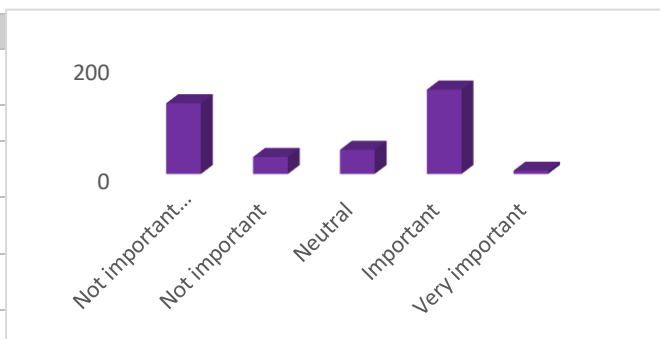
The data shows that the availability of dried fruits and nuts in large quantities is not a primary concern for most consumers. Nearly half of the respondents (48.4%) expressed a neutral stance, while 32.2% consider it unimportant or not important at all. Only 19.5% of participants indicated that this factor is important or very important in their purchase decisions. This suggests that bulk

availability may appeal to a niche segment, such as large households or event organizers, but is not a decisive factor for the broader market. For LLC Weltmacht, ensuring consistent product presence might be more impactful than focusing on large-quantity packaging.

Table 25:[Other factors]

	n	%	Cum
Not important at all	129	35.4	35.4
Not important	31	8.5	44.0
Neutral	44	12.1	56.0
Important	154	42.3	98.4
Very important	6	1.6	100.0
Total	364	100	

Figure 36:[Other factors]



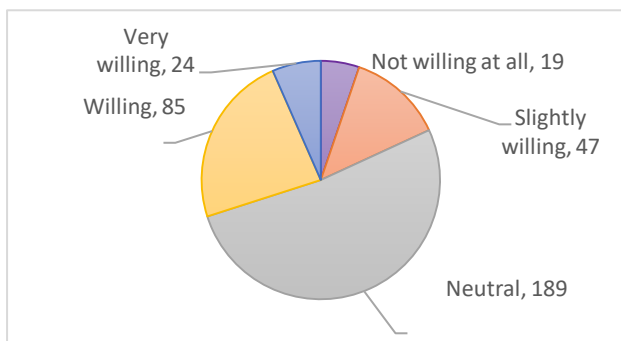
**Source:** made by the student based on SPSS outputs.

The influence of other unspecified factors appears to be somewhat divided among consumers. While 43.9% of respondents consider these factors important or very important, a significant 35.4% rate them as not important at all. Additionally, 12.1% remain neutral. This mixed feedback suggests that while some shoppers may be swayed by unique or situational elements—such as sustainability, origin, or certifications—these do not consistently shape the purchasing habits of the broader consumer base. For LLC Weltmacht, this means such factors could enhance appeal for certain market segments, but are unlikely to be a primary driver across the board.

Table 26: product's packaging influence your purchase decision

	n	%	Cum
Not influential at all	32	8.8	8.8
Slightly influential	34	9.3	18.1
Moderately influential	99	27.2	45.3
Highly influential	164	45.1	90.4
Extremely influential	35	9.6	100.0
Total	364	100	

Figure 37:product's packaging influence your purchase decision



**Source:** made by the student based on SPSS outputs.

The findings indicate that product packaging is a highly influential factor in consumer purchasing decisions. A significant 54.7% of respondents consider packaging either highly (45.1%) or

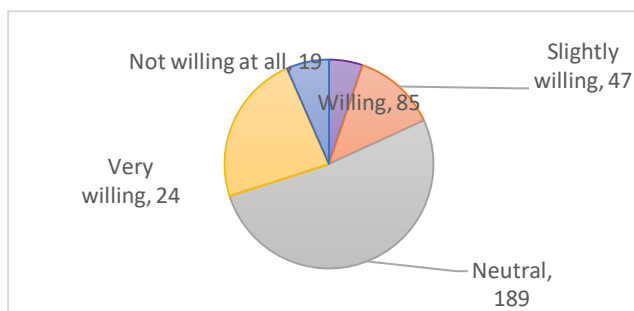


extremely influential (9.6%), while an additional 27.2% view it as moderately influential. This means that over 80% of consumers are positively influenced by packaging to varying degrees. In contrast, only 18.1% of participants consider it to be of little or no influence. These results underscore the strategic importance of visual appeal, functionality, and brand messaging in packaging design. For LLC Weltmacht, investing in high-quality, attractive packaging could play a pivotal role in enhancing product perception and boosting sales.

Table 27:buy from a new company offering quality/price

	n	%	Cum
Not willing at all	13	3.6	3.6
Slightly willing	8	2.2	5.8
Neutral	39	10.7	16.5
Willing	225	61.8	78.3
Very willing	79	21.7	100
Total	364	100	

Figure 38:buy from a new company offering quality/price



**Source:** made by the student based on SPSS outputs.

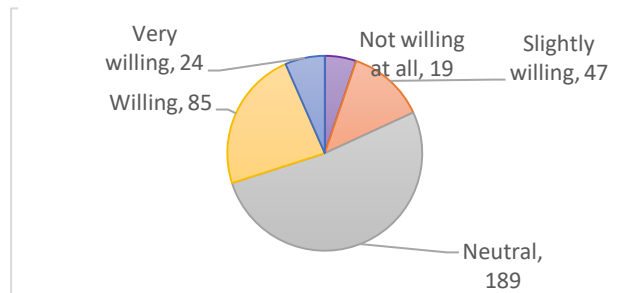
The data strongly suggests that consumers are highly receptive to new market entrants, provided they offer a good product at a fair price. An overwhelming 83.5% of respondents express a positive inclination—61.8% willing and 21.7% very willing—to purchase under these conditions. Only 5.8% show reluctance, and 10.7% remain neutral. This indicates that brand loyalty is not a major barrier when value and quality are evident.

For LLC Weltmacht, this is an encouraging insight: despite being a newer or less established company, it can effectively compete by focusing on product excellence and fair pricing strategies. Building trust through transparency, product performance, and clear value propositions could further reinforce purchase intent among potential customers.

Table 28:Try a product after watching ads

	n	%	Cum
Not willing at all	19	5.2	5.2
Slightly willing	47	12.9	18.1
Neutral	189	51.9	70.1
Willing	85	23.4	93.4
Very willing	24	6.6	100
Total	364	100.0	

Figure 39:Try a product after watching ads



**Source:** made by the student based on SPSS outputs.

The data reveals a moderate impact of advertising on consumer willingness to try new products. While 30% of respondents indicate a readiness to try a product after noticing an advertisement (23.4% willing and 6.6% very willing), a significant 51.9% remain neutral, suggesting that advertising alone may not be a decisive factor in motivating trial behavior. Additionally, 18.1% express reluctance, either being slightly (12.9%) or not at all willing (5.2%).

These findings imply that while advertisements can generate awareness, they may not strongly influence immediate purchasing behavior unless supported by other factors such as positive reviews, brand credibility, or peer influence. For LLC Weltmacht, this suggests that while advertising is valuable for visibility, it should be complemented by trust-building efforts—such as testimonials, samples, or social proof—to more effectively encourage product trials.

### 5. Consistency of the questionnaire

The Cronbach's alpha coefficient evaluates the consistency of questionnaire items. It indicates how well items in the questionnaire represent the same thing. When the Cronbach's alpha is greater than or equal to 0.70, it means that there is a good reliability because there exist great relationships between variables.

**Table: 29: Reliability Statistics Cronbach's alpha coefficients**

Reliability Statistics	
Cronbach's Alpha	N of Items
.835	18

The questionnaire has an alpha value of 0.899 which shows that it is internally consistent and therefore stable. This provides more credence to information obtained from the questionnaire, thus proving that it can always measure same true value without deviation.

### 6. Variable Importance :

Various suitable statistical methods were employed in achieving the study's aims and analyzing the data collected using the Statistical Package for the Social Sciences (SPSS) version 27. The range was calculated as  $5 - 1 = 4$  after codifying the data to determine the sizes of five points scale cells. The range divided by the number of scale cells thus gives us an accurate cell length  $4/5=0.80$  (which is then added on the lowest value in the scale, which is 1).

**Table 30:** verification level of variable based on relative weight.

<b>Verification Level:</b>	<b>Very weak</b>	<b>Weak</b>	<b>Moderate</b>	<b>Strong</b>	<b>Very strong</b>
Relative Weight:	1 - 1.8	1.81 - 2.6	2.61 - 3.4	3.41 - 4.2	4.21 – 5

**Source:** Created by the student using MS Excel.

**Table 31:** Descriptive Statistics table

	Min	Max	Mean	Sd	Level
Choose your age group	1	4	2.97	.868	<b>Moderate</b>
Are you ?	1	2	1.34	.475	<b>Very weak</b>
Education level	1	3	2.61	.511	<b>Moderate</b>
Average monthly income	1	4	2.09	.901	<b>Weak</b>
How many times per week do you buy dried fruits and nuts for personal or household consumption?	1.0	5.0	2.549	.9536	<b>Weak</b>
Primary preferred place of purchase? [Supermarkets]	1	5	3.29	1.100	<b>Moderate</b>
Primary preferred place of purchase? [Wholesale sellers]	1	5	2.18	.968	<b>Weak</b>
Primary preferred place of purchase? [Retailers]	1	5	3.15	.930	<b>Moderate</b>
Primary preferred place of purchase? [Herbal shops]	1	5	2.68	1.382	<b>Moderate</b>
Primary preferred place of purchase? [Tea and nuts shops]	1	5	2.76	1.038	<b>Moderate</b>
Primary preferred place of purchase? [Online shopping]	1	5	2.22	1.445	<b>Weak</b>
Primary preferred place of purchase? [Other stores]	1	5	2.43	1.410	<b>Weak</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Quality]	1	5	4.11	.521	<b>Strong</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Price]	1	5	3.82	.871	<b>Strong</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Brand reputation]	1	5	3.09	1.260	<b>Moderate</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Friends' or family recommendations]	1	5	2.83	1.068	<b>Moderate</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Packaging and presentation]	1	5	3.14	1.257	<b>Moderate</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Availability in large quantities]	1	5	2.71	1.071	<b>Moderate</b>
To what extent do the following factors influence your purchase of dried fruits and nuts? [Other factors]	1	5	2.66	1.372	<b>Moderate</b>
How much does the product's packaging influence your purchase decision?	1.0	5.0	3.374	1.0695	<b>Moderate</b>
How likely are you to buy from a new company offering a good product at a fair price?	1.0	5.0	3.959	.8566	<b>Strong</b>
If you noticed an advertisement for a new product, how likely are you to try it?	1	5	3.13	.906	<b>Moderate</b>

**Source:** made by the student based on SPSS outputs.

The descriptive statistics presented provide valuable insights into the demographic characteristics, purchasing habits, and consumer priorities regarding dried fruits and nuts.

Based on the defined verification scale, the data shows that product quality ( $M = 4.11$ ) is the only factor approaching the "very strong" level of influence, indicating it is the most decisive consideration for consumers. Price ( $M = 3.82$ ) and willingness to buy from a new company offering good quality and price ( $M = 3.96$ ) fall within the "strong" range, suggesting these factors also play a major role in purchasing decisions. Variables such as brand reputation ( $M = 3.09$ ), packaging and presentation ( $M = 3.14$ ), and advertising impact ( $M = 3.13$ ) are in the "moderate" range, reflecting a mixed but notable influence on behaviour. In contrast, online shopping ( $M = 2.22$ ), wholesale purchasing ( $M = 2.18$ ), and recommendations from friends ( $M = 2.83$ ) lie within the "weak" to lower moderate" ranges, showing these are less consistent or less central to consumer decisions in this market. Overall, quality, price, and perceived value are the dominant factors, while brand image and marketing tools play secondary roles.

## 7. Correlation study

For a better analysis, we transformed the variables (quality impact when buy, price quality when buy, packaging impact when buy, if you notice an ad for new product would you try it) to **marketing strategy** .

*Table 32:Correlations between axes*

			Marketing strategy	Intention to buy from market new entrants
Spearman's rho	Marketing strategy	Correlation Coefficient	1.000	<b>.654**</b>
		Sig. (2-tailed)	.	.000
		N	364	364
	Intention to buy from market new entrants	Correlation Coefficient	<b>.654**</b>	1.000
		Sig. (2-tailed)	.000	.
		N	364	364
**. Correlation is significant at the 0.01 level (2-tailed).				

**Source:** made by the student based on SPSS outputs.

The correlation analysis reveals a strong and statistically significant relationship between marketing strategy and consumers' intention to purchase from new market entrants, with a Spearman's rho coefficient of 0.745 ( $p < 0.01$ ). This indicates that improved marketing efforts such as clear communication, appropriate positioning, and effective promotional tactics are closely associated with higher consumer interest in trying products from newly established companies. Given the sample size of 364 respondents, the result is considered reliable and highlights the importance of strategic marketing in building initial customer trust and encouraging trial behavior

in a competitive market. This results conform the **hypothesis N°1** revealing a direct link between marketing strategy and successful new market entry.

the objective of this thesis is to develop a marketing strategy for new entrants in the Algerian dried fruit market, it is essential to focus on variables that capture consumer behavior, purchasing preferences, and responses to marketing stimuli. These variables should provide insights into what influences consumer decisions, such as product quality, price sensitivity, packaging preferences, brand perception, and receptiveness to advertising or promotional offers. Identifying and analyzing correlations among these variables will help inform strategic decisions related to product positioning, pricing, distribution channels, and communication tactics suitable for penetrating and competing in this specific market.

*Table 33:Regression*

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	marketingstrategy <sup>b</sup>	.	Enter
a. Dependent Variable: Intention to buy from market new entrants			
b. All requested variables entered.			

*Table 34:Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 <sup>a</sup>	.428	.426	.550
a. Predictors: (Constant), marketingst				

*Table 35:ANOVAa*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.87	1	110.87	366.23	.000 <sup>b</sup>
	Residual	148.56	362	.410		
	Total	259.43	363			
a. Dependent Variable: Intention to buy from market new entrants						
b. Predictors: (Constant), marketingst						

*Table 36:Coefficientsa*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.75	.009		30.56	.000
	marketing strategy	0.57	.0027	.654	19.13	.000
a. Dependent Variable: Intention to buy from market new entrants						

**Source:** made by the student based on SPSS outputs.

The linear regression analysis reveals a statistically significant and positive relationship between marketing strategy and consumers' intention to purchase from new market entrants. The model produced a correlation coefficient of  $R = 0.654$ , with an  $R^2 = 0.428$ , indicating that approximately 42.8% of the variation in purchase intention can be explained by the effectiveness of marketing strategies. The regression was significant,  $F(1, 362) = 366.23$ ,  $p < 0.001$ , with a regression coefficient (B) of 0.520 and a t-value of 19.13 ( $p < 0.001$ ). This result confirms that better perceived marketing efforts—such as advertising, packaging, and brand communication—substantially increase consumers' willingness to try products from new entrants. For a company like LLC Weltmacht, these findings highlight the importance of investing in well-designed marketing strategies to build trust, attract attention, and convert interest into actual purchasing behavior in the Algerian dried fruit market.

The findings of this study generally support the four proposed hypotheses related to market entry, consumer behavior, and competitive positioning for LLC Weltmacht in the Algerian dried fruit market.

- **H1:in Algeria There is a direct link between marketing strategy and success of a new entrant in the market.**

This hypothesis is confirmed through both descriptive analysis and statistical testing (correlation). Product quality emerged as the most influential factor affecting purchase decisions, with a mean importance score of 4.11 (on a 5-point scale). This strong preference for quality underscores the critical role of marketing strategies that emphasize product excellence. Furthermore, correlation and regression analyses revealed a significant positive relationship between marketing strategy variables—such as product quality, packaging, and branding—and consumer purchase intention. This statistical evidence confirms that an effective marketing strategy is directly associated with a higher likelihood of market success for new entrants like LLC Weltmacht.

- **H2: The strategy of premium product positioning will work best for LLC Weltmacht in the Algerian dried fruit market.**

This hypothesis is partially supported. While the survey did not explicitly measure consumer health awareness, the preference for high-quality, natural, and well-packaged products strongly implies that consumers prioritize health benefits and product authenticity. These insights suggest that premium positioning, which highlights superior quality and perceived health

advantages, aligns well with consumer expectations in Algeria. Thus, a premium strategy is likely to resonate effectively with the target market.

**H3: In Algeria, consumer awareness of health benefits and quality of dried fruits will be a major factor affecting purchase decisions.**

This hypothesis is validated indirectly through the emphasis consumers placed on quality and natural product attributes. The high scores for product quality and preference for organic or certified products indicate that health-related factors are key drivers in purchasing decisions. Although the survey did not explicitly measure health awareness, these preferences reflect an implicit consumer understanding of the health benefits associated with dried fruits.

**H4: The entrenched competitors with strong brand identities will create a high barrier to entry for LLC Weltmacht, and thus, differentiated marketing will be necessary to make the brand stand out in the market.**

This hypothesis is supported by the findings. Brand reputation was found to have only a moderate influence on consumer choices (mean = 3.09), suggesting that while existing brands enjoy some loyalty, Algerian consumers remain open to trying new brands if they offer good value. This openness indicates that brand loyalty, though present, is not rigid or insurmountable. Therefore, differentiated marketing strategies—such as unique branding, culturally aligned messaging, value-based pricing, and strong advertising campaigns—will be essential for LLC Weltmacht to overcome competitive barriers and carve out a distinct position in the market.

## Conclusion

The practical study demonstrates the pivotal role of marketing strategies and product quality in shaping Algerian consumers' purchasing intentions toward new entrants in the dried fruit market. The regression analysis confirms that effective marketing efforts significantly increase consumers' willingness to try new brands. Additionally, the findings highlight strong consumer preferences for premium quality and natural products, as well as an openness to value-driven offers from emerging companies. These insights provide a solid foundation for LLC Weltmacht to develop targeted marketing and positioning strategies that can successfully penetrate and compete in the Algerian market.

### General conclusion

This thesis aimed to identify the optimal market entry and positioning strategy for LLC Weltmacht as a new entrant in Algeria's dried fruit sector by integrating theoretical foundations with practical, empirical analysis to address the unique challenges and opportunities in this emerging market.

- The first chapter established a comprehensive theoretical framework for market entry and positioning strategies, drawing on international marketing literature and strategic management theories. It examined various market entry modes—joint ventures, partnerships, and direct investment—and evaluated their suitability within the Algerian context. Additionally, the chapter provided a detailed overview of the global and Algerian dried fruit and nut markets, highlighting key players, consumer behavior trends, and competitive dynamics
- These theoretical foundations laid the groundwork for identifying critical strategic levers LLC Weltmacht must consider, including product differentiation, hybrid pricing models, cultural adaptation in marketing communications, and selection of appropriate distribution channels.

The second chapter applied these frameworks through a practical case study of the Tiziri Group—one of the prominent players in the Algerian dried fruit market—and an empirical consumer survey involving 364 respondents. This mixed-methods approach revealed several important findings:

- A strong consumer preference for locally sourced, high-quality, and certified organic dried fruits, supporting the viability of a premium positioning strategy.
- The importance of culturally resonant marketing elements, such as bilingual labeling (Arabic and French) and packaging aligned with Ramadan traditions, which are essential to build trust and brand acceptance.
- Supermarkets dominate distribution channels, though emerging niches exist in e-commerce and herbal shops, providing diverse avenues for market entry.
- Established competitors with strong brand identities present significant barriers, making differentiated marketing and cultural alignment crucial for new entrants.

The study tested four key hypotheses:

- H1: There is a direct link between marketing strategy and success of a new entrant in Algeria . **Confirmed** through correlation and regression analyses, showing that product quality, packaging, and branding significantly influence purchase intentions.



- H2: confirmed-The strategy of premium product positioning will work best for LLC Weltmacht. Supported by consumer willingness to pay a premium for quality, organic, and hygienic products.
- H3: Consumer awareness of health benefits influences purchasing decisions. Validated indirectly by preferences for natural and certified products, indicating strong health consciousness among Algerian consumers.
- H4: Entrenched competitors with strong brand identities create high barriers to entry, necessitating differentiated marketing. Supported by moderate brand loyalty scores combined with consumer openness to new brands offering value, emphasizing the need for unique branding and culturally aligned strategies..

In answering the central research question; The most effective market entry and positioning strategy for LLC Weltmacht combines premium product offerings, hybrid pricing, culturally tailored branding, and multi-channel distribution. This integrated strategy balances differentiation with local market realities and consumer expectations, positioning LLC Weltmacht for sustainable growth in the Algerian dried fruit market.

Based on our study we suggest the following strategic Recommendations :

- **Product Strategy:** Prioritize organic and certified dried fruits packaged in eco-friendly, resealable formats to appeal to health-conscious and convenience-seeking consumers.
- **Pricing Strategy:** Employ a hybrid pricing approach—penetration pricing for initial adoption complemented by value-based premiums highlighting product quality and health benefits.
- **Marketing and Branding:** Develop culturally relevant campaigns incorporating bilingual labels and align promotions with local traditions (e.g., Ramadan). Leverage digital marketing and social media influencers to build brand awareness and trust.
- **Distribution:** Expand omni-channel presence via partnerships with supermarkets (e.g., Carrefour), herbal shops, and online marketplaces like Jumia.
- **Supply Chain:** Forge partnerships with local farmers to ensure supply quality, authenticity, and cultural credibility.
- **Certifications and Export:** Obtain Halal, ISO, and organic certifications to enhance domestic and export market acceptance.

Building on this thesis, future studies could:

- **Regional Deep Dive:** Conduct comparative analyses of consumer preferences across Algerian regions (North, West, South), recognizing cultural and economic diversity that may influence market strategy.
- **Advanced Econometric Analysis:** Incorporate new macroeconomic and microeconomic variables in econometric models to better understand the economic factors affecting market entry and performance.
- **Structural Equation Modeling (SEM):** Use SEM to identify hidden factors influencing consumer behavior and strategic success, providing more precise targeting of marketing and product development efforts.
- **Longitudinal Studies on Brand Loyalty:** Explore how culturally adapted marketing affects long-term consumer loyalty and retention.
- **Economic Impact Studies:** Assess the influence of inflation, currency fluctuations, and supply chain disruptions on consumer demand and pricing strategies.
- **Sustainability and Innovation Research:** Investigate the role of sustainable processing technologies and innovation in creating competitive advantage and consumer goodwill.

By grounding its strategy in both robust theoretical insights and rigorous empirical data, LLC Weltmacht is well positioned to navigate the complexities of the Algerian dried fruit market. The company's success will depend on its ability to balance global quality standards with authentic local adaptation, embrace consumer health trends, and leverage strategic partnerships. This approach will allow LLC Weltmacht to establish itself as a trusted leader and innovator in a sector primed for growth and transformation.

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- The questionnaire

### دراسة سوق الفواكه المجففة والمكسرات في الجزائر:

#### تفضيلات المستهلك وسلوكيات الشراء

يهدف هذا الاستبيان إلى جمع معلومات شاملة حول تفضيلات المستهلكين وسلوكياتهم الشرائية فيما يتعلق بالفواكه المجففة والمكسرات في السوق الجزائرية

\* Indique une question obligatoire

1. \* اختر الفئة العمرية التي تنتمي إليها

Une seule réponse possible.

- ☐ أقل من 18 سنة
- ☐ من 18 إلى 34 سنة
- ☐ من 35 إلى 50 سنة
- ☐ أكثر من 50 سنة

2. \* هل أنت

Une seule réponse possible.

- ☐ ذكر
- ☐ أنثى

3. \* المستوى التعليمي

Une seule réponse possible.

- ☐ تعليم متوسط أو أقل
- ☐ تعليم ثانوي
- ☐ تعليم جامعي أو دراسات عليا

4. \* متوسط الدخل الشهري

Une seule réponse possible.

- ☐ أقل من 20,000 دينار جزائري
- ☐ دينار جزائري 20,000 - 50,000
- ☐ دينار جزائري 50,000 - 100,000
- ☐ أكثر من 100,000 دينار جزائري

القسم الثاني: العادات الشرائية وعوامل اتخاذ القرار

5. \* كم مرة في الأسبوع تشتري الفواكه المجففة والمكسرات للاستهلاك الشخصي أو المنزلي

Une seule réponse possible.

1 2 3 4 5

أشتري يوميا ☐ لا أشتري أبدا ☐

## Appendix A

6. \* ما هو المكان الأساسي الذي تحصل الشراء منه؟

Une seule réponse possible par ligne.

	دوما	غالباً	أحياناً	نادراً	نادراً جداً
المتاجر الكبرى	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
تاجر لائحة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
تاجر لتجزئة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
محلات بيع الأشغال	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
محلات بيع قشاي و المكسرات	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
قشراء غير اللاترويت	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
متاجر أخرى	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. \* ما نسبة تأثير العوامل التالية عند شراء الفواكه المجففة والمكسرات؟

Une seule réponse possible par ligne.

	مهم جداً	مهم	متوسطاً	غير مهم	غير مهم على الإطلاق
الجودة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
الاسم	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
سمعة العلامة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
توصيات الأصدقاء أو العائلة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
التغليف والتعبئة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
توفر المنتج بكميات كبيرة	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
عوامل أخرى	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. \* ما هي أنواع المنتجات التي هي دوماً ضمن مشترياتك؟

Plusieurs réponses possibles.

☐ الجوز  
☐ الفستق  
☐ التمر المجفف  
☐ الكين المجفف  
☐ الزبيب  
☐ Autre : \_\_\_\_\_

## Appendix A

9. \* :دوما ما أقوم بشراء

*Une seule réponse possible.*

- ☐ كميات كبيرة دفعة واحدة
- ☐ كميات صغيرة بشكل متكرر

القسم الثالث: التأثيرات الثقافية وأنماط الاستهلاك

10. \* في أي المناسبات التالية تشتري أو تستهلك الفواكه المجففة والمكسرات بشكل أكبر؟

*Plusieurs réponses possibles.*

- ☐ المناسبات الدينية (رمضان ، عيد الفطر - الاضحى - المولد النبوي .. الخ )
- ☐ المناسبات العائلية (حفلات الزواج، الولائم، الأعراس الخ)
- ☐ Autre : \_\_\_\_\_

11. \* ترتفع أسعار الفواكه المجففة والمكسرات خلال هذه المناسبات؟

*Une seule réponse possible.*

- ☐ لا تبقى ثابتة
- ☐ نعم ترتفع بشكل ملحوظ

12. \* إذا كانت أجلكم نعم ، ما سبب الارتفاع في رأيك

*Plusieurs réponses possibles.*

- ☐ ارتفاع تكاليف النقل والتوزيع أو الإنتاج
- ☐ المضاربة
- ☐ زيادة الطلب مما يسبب ارتفاع السعر
- ☐ Autre : \_\_\_\_\_

القسم الرابع: التسويق والتعبئة والتغليف

13. \* إلى أي مدى تؤثر طريقة تغليف المنتج على قرار الشراء الخاص بك؟

*Une seule réponse possible.*

	1	2	3	4	5
لا يؤثر أبدا	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
يؤثر بطريقة كبيرة جدا					

14. \* ما نوع التغليف الذي تفضله عند شراء الفواكه المجففة والمكسرات؟

*Une seule réponse possible.*

☐ أكياس بلاستيكية شفافة

☐ عبوات كرتونية فاخرة

☐ أكياس ورقية صديقة للبيئة

☐ ليس لدي تفضيل معين

☐ Autre : \_\_\_\_\_

15. \* ما هي القنوات التي تعتمد عليها لاكتشاف المنتجات الجديدة؟

*Une seule réponse possible.*

☐ وسائل التواصل الاجتماعي (فيسبوك، إنستغرام، يوتيوب، تيك توك)

☐ التلفزيون والإعلانات التقليدية

☐ توصيات الأصدقاء والعائلة

☐ المعارض والمتاجر

☐ لا يهمني اشترى و فقط

☐ Autre : \_\_\_\_\_



16. \* هل سبق و ان شاهدت اشهار للفواكه المجففة والمكسرات لمنتوج جزائري

Une seule réponse possible.

☐ نعم لكن لا اذكر

☐ لا ابدا

☐ Autre : \_\_\_\_\_

17. \* ما نوع العروض الترويجية التي تحفزك على تجربة منتج جديد؟

Une seule réponse possible.

☐ عينات مجانية

☐ تخفيضات وعروض خاصة

☐ مسابقات وهدايا

☐ Autre : \_\_\_\_\_

18. \* هل تفضل المنتجات الغير معالجة (طبيعية) عن المنتجات المعالجة

Une seule réponse possible.

☐ لا

☐ لا يهمني

☐ نعم

القسم الخامس: الولاء للعلامة التجارية والتوصيات

19. \* هل تفضل شراء الفواكه المجففة والمكسرات من علامة تجارية معينة؟

Une seule réponse possible.

☐ نعم، أشتري دائما من نفس العلامة التجارية

☐ لا، أجب علامات تجارية مختلفة

☐ لا تهمني العلامة أصلا

## Appendix A

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20. \* إذا كانت شركة جديدة في السوق توفر منتجًا جيدًا، بسعر مناسب، وتقليدًا جذابًا، ما مدى رغبتك في شراء منتجاتها؟

Une seule réponse possible.

	1	2	3	4	5
غير مهم إطلاقًا	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
مهم جدًا					

21. \* لو لاحظت اشهارا لمنتوج جديد ، ما مدى رغبتك في تجربته

Une seule réponse possible.

	1	2	3	4	5
لا ارجب اطلاقا	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
مسلول تجربته بشدة					

22. هل لديك اقتراحات لشركة جديدة مختصة في الفراكه الجافة و المكسرات في السوق الجزائرية

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