

# Digital Marketing Research Report on Haba (Ningbo) International Trading Co., Ltd.

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## Abstract

This study focuses on Haba (Ningbo) International Trading Co., Ltd., a cross-border e-commerce subsidiary of a Dutch group. It analyzes the company's digital marketing macro and micro environment, STP strategy, and 4Ps marketing mix. The findings show the company has a sound marketing system and clear positioning but faces weak digital tech application, insufficient localization, over-reliance on parent brand, and imperfect after-sales service. Finally, targeted optimization strategies are proposed to boost its global competitiveness.

## Keywords

Digital Marketing; Cross-Border E-Commerce; STP Strategy; Marketing Mix; Haba (Ningbo)

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## 1. Introduction

### 1.1. Company Profile

Haba (Ningbo) International Trading Co., Ltd., established in March 2012, is a wholly-owned subsidiary of the Dutch Haba International Investment Management Group. It is located in Yinzhou District, Ningbo City, with a registered capital of 5.5 million RMB and a staff size of 100-499 people. The company was formerly known as Haba (Ningbo) International Trading Co., Ltd. and later changed its name during its development. Its parent company is one of the largest e-commerce sellers in Europe, with a global business scope covering various countries in Europe and Australia, and has established subsidiaries and warehousing bases in multiple countries around the world.

The company's business scope is extensive, mainly engaging in the import and export of various commodities and technologies, as well as related information technology consulting and business consulting services. Its core products include furniture, leisure products, garden supplies, wood products, small household appliances, tools, lamps, auto parts and other categories, and it is constantly

expanding to more product fields. Relying on the advantages of the parent company's global layout and e-commerce operation experience, the company has developed rapidly since its establishment and has become an important part of the global Haba Group's business layout.

## **1.2. Research Questions and Objectives**

With the accelerating evolution of the global trade pattern and the deep penetration of digital technology, the competition in the international e-commerce market is becoming increasingly fierce. Under this background, this report takes Haba (Ningbo) International Trading Co., Ltd. as the research object and focuses on the following core research questions: First, what is the current situation of the company's digital marketing environment, including the opportunities and challenges brought by macro and micro environmental factors? Second, how does the company formulate and implement digital marketing STP strategies based on its own product characteristics and target markets? Third, what are the specific practices of the company's digital marketing mix strategy, and what problems exist? Fourth, how can the company optimize its digital marketing strategy to enhance its core competitiveness in the international market?

The main research objectives of this report are as follows: First, systematically sort out and analyze the digital marketing environment of Haba (Ningbo) International Trading Co., Ltd., and clarify the environmental factors that affect the company's marketing activities. Second, deeply explore the company's digital marketing STP strategy and marketing mix strategy, and summarize its practical experience in digital marketing. Third, identify the problems and deficiencies in the company's current digital marketing practice. Fourth, put forward targeted optimization suggestions based on the existing problems to provide reference for the company to improve the effect of digital marketing and achieve sustainable development in the international market.

## **2. Internet marketing environment**

### **2.1. Macro-environment**

In terms of demographic factors, the global middle-class population is expanding, especially in emerging markets such as Southeast Asia and the Middle East. This group has strong purchasing power and a high acceptance of cross-border e-commerce shopping, which provides a broad market space for the company's various consumer products. At the same time, with the aging population in European countries, there is an increasing demand for convenient and practical home products and leisure supplies, which is consistent with the company's product positioning.

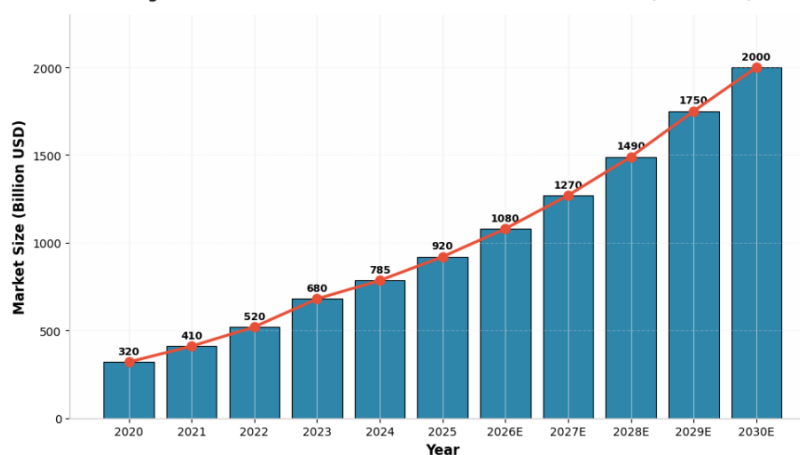
In terms of economic factors, the global economic recovery is weak, and consumers are more inclined to choose cost-effective products. The company's positioning of

providing high-quality and low-cost products is in line with the current consumer demand trend. In addition, the continuous adjustment of tax preferences and compliance thresholds for cross-border e-commerce in various countries, especially the policy tilt of the Southeast Asian market towards digital trade tools, has created favorable policy conditions for the company to expand emerging markets. The data shows that in 2025, the proportion of enterprises choosing third-party platforms to enter the international market reached 68%, an increase of 12 percentage points compared with 2024, reflecting the positive impact of the policy environment on the company's market expansion.

In terms of natural factors, the global emphasis on environmental protection is increasing, and European and American markets have continuously strengthened green trade standards, forcing enterprises to increase investment in sustainable production. This has both challenges and opportunities for the company: on the one hand, it needs to increase research and development investment to meet environmental protection standards; on the other hand, the demand for environmentally certified products is growing rapidly. Data from Alibaba International Station shows that from January to November 2025, the number of inquiries for products with environmental certification increased by 45% year-on-year, which provides a new growth point for the company's product upgrading.

In terms of cultural factors, there are obvious differences in consumption habits and preferences among different regions. For example, European consumers pay more attention to the quality and design sense of products, while consumers in emerging markets such as the Middle East value product functionality and price. In addition, the popularity of digital life has made global consumers more accustomed to online shopping, and the demand for personalized and diversified products is increasing. This requires the company to carry out localized digital marketing according to the cultural characteristics of different markets.

Figure 1. Global Cross-border E-commerce Market Size Trend (2020-2030)



**Figure 2-1.** Global Cross-border E-commerce Market Size Trend

## 2.2. Micro-environment

In terms of suppliers, the company's product categories are diverse, involving multiple industrial chains such as furniture and small household appliances. Ningbo and its surrounding areas have a complete manufacturing industry chain, which provides convenient conditions for the company to select high-quality suppliers. However, the fluctuation of raw material prices in the global market will affect the cost of suppliers, and then transfer to the company's product pricing, which brings certain uncertainty to the company's cost control.

In terms of competitors, the company faces dual competition from international large e-commerce platforms and local similar enterprises. Internationally, platforms such as Amazon and eBay have strong brand influence and a large user base, and have obvious advantages in traffic and logistics. Locally, there are many foreign trade e-commerce enterprises in Ningbo, which have similar product lines and target markets, and the competition in price and service is fierce. In addition, the parent company's status as one of the largest e-commerce sellers in Europe also means that the company needs to maintain a competitive advantage in the group's global layout.

In terms of marketing intermediaries, the company mainly relies on third-party e-commerce platforms (such as Alibaba International Station) and its own official website for digital marketing. These platforms provide rich traffic resources and marketing tools for the company to reach global customers. At the same time, the company cooperates with international logistics and express delivery companies to ensure the smooth delivery of products. However, the high commission fees of third-party platforms and the instability of cross-border logistics will affect the company's marketing efficiency and customer experience.

In terms of the public, with the improvement of global consumers' awareness of rights protection and environmental protection, the company's product quality, after-sales service and environmental protection performance have received more attention. Positive public praise can help the company establish a good brand image, while negative public opinion (such as product quality problems) may have a serious impact on the company's business. In addition, the government's supervision of cross-border e-commerce enterprises is becoming increasingly strict, and the company's compliance operations are facing higher requirements.

In terms of customers, the company's target customers are mainly global online consumers and small and medium-sized distributors. These customers have the characteristics of diverse needs, high sensitivity to price and emphasis on shopping experience. With the popularization of digital technology, customers are more inclined to compare products through multiple channels before purchasing, and have higher requirements for the timeliness of information feedback and after-sales service. This requires the company to establish an efficient customer

communication mechanism in digital marketing.

**Table 1.** PEST Analysis of Haba Macro-environment

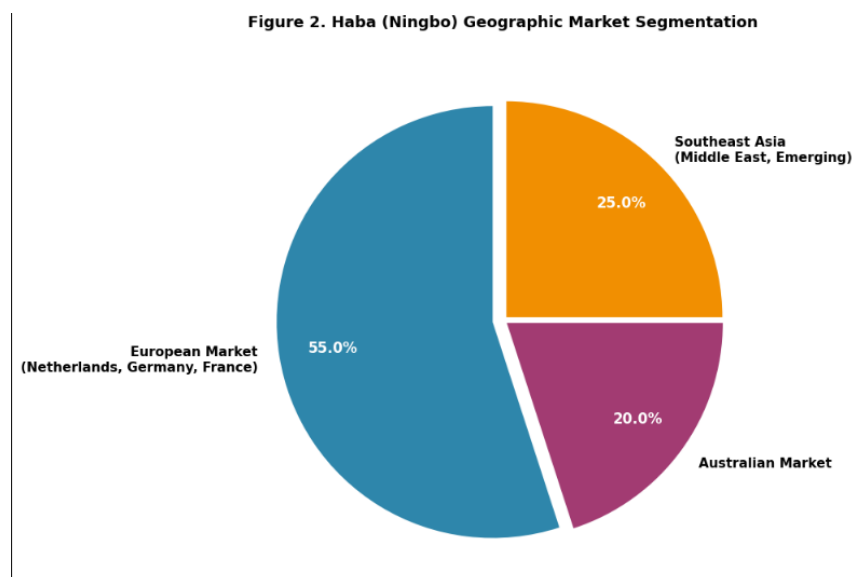
Factor	Current Situation	Impact on Haba (Ningbo)
Demographic	Global middle-class expansion; aging population in Europe	Broad market space for consumer products
Economic	Weak recovery; preference for cost-effective products; poli	68% enterprises use third-party platforms in 2025
Natural	Strengthened green trade standards; environmental certifi	45% YoY inquiry growth for eco-certified products
Cultural	Regional consumption habit differences; digital lifestyle pop	Need for localized digital marketing strategies
Technological	AI and big data in e-commerce; digital payment systems	Opportunity for tech-driven marketing optimization
Political/Legal	Cross-border e-commerce compliance requirements; tax po	Need for strict compliance operations

### 3. Internet marketing STP strategy

#### 3.1. Segmentation

The company carries out market segmentation based on multiple dimensions such as geographic location, consumer demand and purchasing power. From the perspective of geographic segmentation, it divides the market into European markets (such as the Netherlands, Germany, France), Australian markets and emerging markets (such as Southeast Asia, the Middle East). Among them, the European market is the traditional core market, with mature consumption habits and high brand recognition; the emerging markets have strong growth potential, and the demand for cost-effective products is large.

From the perspective of demand segmentation, it divides customers into two categories: individual consumers and small and medium-sized distributors. Individual consumers pay more attention to the quality, design and price of products, and their purchase volume is small and scattered; small and medium-sized distributors pay more attention to product supply stability, wholesale prices and after-sales support, and their purchase volume is large and regular. In addition, according to the difference in product demand, it further segments the market into home furnishing demand groups, leisure and outdoor demand groups, and auto parts demand groups, etc.



**Figure 3-1.** Haba Geographic Market Segmentation

### 3.2. Targeting

Based on the market segmentation results, the company adopts a differentiated targeting strategy, focusing on the European market while actively expanding emerging markets. The European market has a high degree of recognition of the parent company's brand, and the company can rely on the parent company's existing customer resources and brand influence to carry out marketing activities, which can reduce market development costs. For emerging markets such as the Middle East and Southeast Asia, the company focuses on promoting cost-effective products, taking advantage of the policy tilt of these markets towards digital trade to quickly open up the market.

In terms of customer groups, the company takes middle and low-income individual consumers and small and medium-sized distributors as the core target customers. This is because the company's product positioning is high cost performance, which is highly matched with the needs of these customer groups. For individual consumers, the company focuses on meeting their daily life needs; for small and medium-sized distributors, the company provides stable supply and preferential wholesale prices to establish long-term cooperative relations.

### 3.3. Positioning

The company's core positioning in digital marketing is "a global supplier of cost-effective daily consumer goods". It differentiates itself from competitors by providing high-quality products at reasonable prices. In the European market, the company relies on the parent company's brand advantage and positions itself as "a trusted local e-commerce supplier", emphasizing product quality and after-sales service to enhance customer loyalty.

In emerging markets, the company positions itself as “a cost-effective cross-border e-commerce partner”, focusing on highlighting the price advantage and supply stability of products. At the same time, the company conveys the concept of “diversified product selection and convenient shopping experience” through digital marketing channels, so that customers can quickly perceive the company’s product characteristics and service advantages, and establish a distinct brand image in the target market.

## **4. Marketing Mix Strategy**

### **4.1. Product**

In terms of product portfolio, the company adopts a diversified product strategy, covering multiple categories such as furniture, leisure products, and small household appliances. This not only meets the diverse needs of different customer groups, but also reduces the operational risks caused by relying on a single product category. At the same time, the company continuously expands new product fields according to market demand changes, such as increasing the research and development and sales of environmentally friendly products in response to the global green consumption trend.

In terms of product quality and design, the company strictly controls the quality of incoming goods and establishes a complete quality inspection system to ensure that products meet the relevant standards of the target market. In terms of design, it combines the cultural characteristics and consumption preferences of different regions to carry out localized product design. For example, the furniture products for the European market pay more attention to simplicity and practicality, while the products for the Middle Eastern market appropriately increase decorative elements. In terms of brand building, the company relies on the parent company’s brand influence and promotes the brand image of “reliability and cost-effectiveness” through digital channels. It optimizes the product display pages on third-party platforms and official websites, and displays product details, quality certifications and user evaluations in a prominent way to enhance customers’ trust in the brand.

### **4.2. Price**

The company adopts a cost-oriented pricing strategy based on product costs, combined with market competition and customer demand to determine the final price. The core of this strategy is to ensure product cost performance, which is in line with the company’s market positioning. For individual consumers, the company sets a unified suggested retail price on the e-commerce platform to ensure price stability and avoid vicious competition.

For small and medium-sized distributors, the company implements a volume discount strategy. The more the purchase volume, the higher the discount rate, which encourages distributors to increase the purchase volume and establish

long-term cooperative relations. In addition, the company also adopts seasonal pricing strategies for some seasonal products (such as garden supplies and leisure products). During the peak sales season, the price is maintained at a normal level; during the off-season, appropriate promotional prices are adopted to stimulate sales and reduce inventory pressure.

**Table 4-1.** Marketing Mix(4PS) Strategy Analysis of Haba

**Table 2. Marketing Mix (4Ps) Strategy Analysis of Haba (Ningbo)**

Element	Strategy	Strengths	Weaknesses
Product	Diversified portfolio (Furniture, leisure, appliances, etc.)	Quality inspection system Localized design Eco-friendly R&D	Brand over-reliance on parent company Limited independent brand building
Price	Cost-oriented pricing	Volume discounts for distributors Seasonal pricing strategy Unified retail price	Raw material price fluctuations Platform commission pressure
Place	Online channel-oriented (Alibaba, Amazon, official website)	Global warehousing network Multiple logistics options Real-time tracking	High platform fees Cross-border logistics instability
Promotion	Targeted advertising Social media marketing	Festival promotions New customer discounts Trade exhibitions	Insufficient localization Weak AI-driven precision marketing

### 4.3. Place

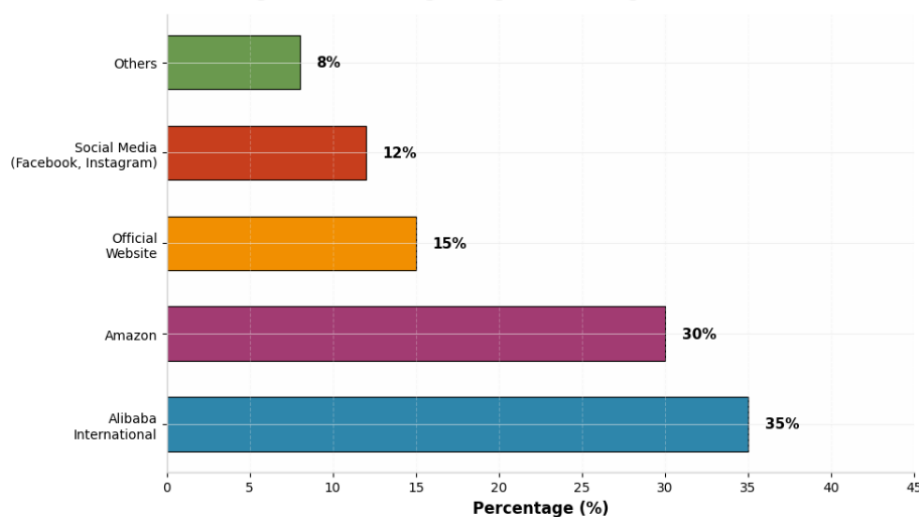
In terms of channel selection, the company mainly adopts an online channel-oriented strategy, relying on third-party e-commerce platforms (such as Alibaba International Station, Amazon) and its own official website to carry out sales activities. Third-party platforms have rich traffic resources and mature payment and logistics systems, which can help the company quickly reach global customers. The official website is used to display the company's overall image and product portfolio, and provide customers with a direct channel for communication and purchase.

In terms of market coverage, the company has achieved extensive coverage in the European and Australian markets, and is gradually expanding to emerging markets such as Southeast Asia and the Middle East. To improve the efficiency of cross-border logistics, the company relies on the parent company's global warehousing bases to implement localized inventory management. It stores hot-selling products in overseas warehouses in advance, which can shorten the delivery time and reduce logistics costs, thereby improving customer satisfaction.

In terms of logistics cooperation, the company has established long-term cooperative relations with international logistics companies with rich cross-border

logistics experience. It provides customers with multiple logistics options (such as express delivery and standard shipping) to meet the different needs of customers for logistics timeliness and cost. At the same time, the company tracks the logistics information in real time and feeds it back to customers in a timely manner to ensure the transparency of the logistics process.

**Figure 3. Haba (Ningbo) Digital Marketing Channel Distribution**



**Figure 4-1. Haba Digital Marketing Channel Distribution**

#### 4.4. Promotion

In terms of advertising, the company mainly carries out targeted advertising on third-party e-commerce platforms and social media. On e-commerce platforms, it uses platform advertising tools to carry out keyword promotion and product recommendation, which can accurately reach potential customers who are searching for related products. On social media platforms (such as Facebook, Instagram), the company publishes product pictures, videos and usage scenarios to attract the attention of target customers and guide them to purchase.

In terms of sales promotion, the company regularly carries out promotional activities such as limited-time discounts, full reductions and free shipping on e-commerce platforms. During important festivals (such as Christmas and Black Friday) in the target market, it launches large-scale promotional activities to stimulate consumer purchases. In addition, the company also provides new customer discounts to attract new customers to try to buy products and expand the customer base.

In terms of public relations, the company pays attention to brand image building and actively responds to customer feedback on e-commerce platforms and social media. It handles customer complaints and suggestions in a timely manner to maintain good customer relations. At the same time, the company participates in international trade exhibitions and e-commerce industry seminars to enhance the

company's visibility and influence in the industry.

In terms of personnel promotion, the company has set up a professional sales team to be responsible for communicating with key customers (such as large distributors). The sales team understands customer needs in detail through online channels and provides personalized solutions to promote long-term cooperation. In addition, the company trains the sales team regularly to improve their professional quality and service level.

## **5. Conclusion**

### **5.1. Research Findings and Existing Problems**

Through the research on the digital marketing of Haba (Ningbo) International Trading Co., Ltd., the following findings are obtained: First, the company has a good foundation for digital marketing. It relies on the parent company's brand advantage and global layout to form a relatively complete digital marketing system covering multiple channels. Second, the company's STP strategy is relatively clear. It carries out reasonable market segmentation and targeting according to product characteristics and market demand, and has a distinct market positioning. Third, the company's marketing mix strategy is basically matched with the market positioning. The diversified product portfolio, cost-effective pricing strategy, multi-channel sales network and rich promotional activities have played a positive role in promoting the company's business development.

However, the company also has some problems in digital marketing: First, the application of digital technology is not in-depth enough. Compared with the industry's advanced level, the company's application of AI technology in customer demand prediction, intelligent customer service and other aspects is relatively backward, which affects the efficiency of marketing operations. Second, the level of localized marketing is to be improved. The company's marketing activities in different regions lack sufficient adaptation to local cultural characteristics and consumption habits, resulting in uneven marketing effects in different markets. Third, the brand influence of the company's own is weak. It is overly dependent on the parent company's brand, and the independent brand building in the target market is insufficient, which is not conducive to the long-term development of the company. Fourth, the after-sales service system of cross-border e-commerce is not perfect. The problems such as long after-sales processing cycle and complicated return and exchange procedures have affected customer satisfaction to a certain extent.

**Figure 4. SWOT Analysis Framework for Haba (Ningbo)****Figure 5-1. SWOT Analysis Framework for Haba**

## 5.2. Optimization Suggestions

In view of the above problems, the following optimization suggestions are put forward for the company: First, increase investment in digital technology and accelerate the application of AI technology. The company can learn from the industry's advanced experience, introduce AI-driven customer demand prediction tools to improve the accuracy of inventory preparation, and use intelligent customer service systems to improve the efficiency of customer communication. At the same time, it can use big data technology to analyze customer behavior and preferences, so as to carry out more targeted marketing activities.

Second, strengthen localized digital marketing. The company should set up a special localized marketing team to conduct in-depth research on the cultural characteristics, consumption habits and policy environment of different target markets. It should adjust the content and form of marketing activities according to

local conditions, such as customizing promotional activities suitable for local festivals and optimizing product display pages according to local aesthetic preferences. In addition, it can cooperate with local KOLs in the target market to carry out product promotion and enhance the local influence of the brand.

Third, strengthen independent brand building. On the basis of relying on the parent company's brand, the company should increase the investment in independent brand promotion. It can enhance the brand's exposure and influence through optimizing the official website, carrying out brand promotion activities on social media and other ways. At the same time, it should focus on improving the quality of products and services, and establish a good brand reputation through positive user word-of-mouth.

Fourth, improve the cross-border e-commerce after-sales service system. The company should establish a professional after-sales service team and set up localized after-sales service outlets in key target markets to shorten the after-sales processing cycle. It should simplify the return and exchange procedures and clarify the after-sales service standards to improve the convenience of customer after-sales processing. In addition, it should establish a customer feedback mechanism to collect customer opinions and suggestions in a timely manner and continuously optimize products and services.

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