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# Supreme Imports - Relocation of liquid production to Romania

- In this presentation, I will show why it is good to expand in Romania with the production of liquids and flavors for the company's electronic cigarette.
- Supreme Imports is already a principal manufacturer, brand owner, licensee and distributor of batteries, lighting, vaping and lighting fixtures in Europe.
- This expansion of the company to the east comes as a natural move in the company's development strategy.

# Supreme PLC - short history

- 1975 GS Chadha starts Supreme and, despite selling toys and watches in beach towns from the back of a van, the company eventually generates £250,000 in yearly sales.
- 1991 – 2013 After buying battery samples at a trade exhibition in 1991, Supreme becomes the European leader in battery sales in 2013.
- 2013 With the launch of KiK, Supreme enters the vaping and e-cigarette market.
- Their premium vaping range is now available throughout the UK.
- 2015 88vape was launched, had two basic principles; unbeatable price and high quality throughout.
- At £1 a bottle the 88vape brand has cemented its place in the vaping market.



Source: [https://cdn.shopify.com/s/files/1/0050/9299/9239/products/vape\\_02\\_720x.jpg?v=1552905499](https://cdn.shopify.com/s/files/1/0050/9299/9239/products/vape_02_720x.jpg?v=1552905499)



Source: <https://i.ebayimg.com/images/g/oagAAOSwYzZg8CNV/s-l1600.jpg>

- 2022 This year Supreme acquired e-liquid maker Cuts Ice, vaping flavor company Flavor Core, and e-liquid maker Liberty Flights.



Source: <http://cdn.shopify.com/s/files/1/0420/3882/1024/products/t-juice-red-astaire-concentrate.jpg?v=1642162061>

- The Cuts Ice vape brand, "T Juice", especially the unique flavor "Red Astaire", is highly appreciated and sought after in the European markets.
- The XO e-liquid is a Liberty Flights own brand of quality vaping e-liquid, already recognized in the UK and Europe.
- These new acquisitions add great geographic diversity to Supreme's customer base.
- From this moment Supreme is a company prepared for a global expansion.



Source: <https://0.wp.com/blog/liberty-flights.co.uk/wp-content/uploads/2020/03/Header-NicSaltImage.jpg?resize=584%2C304&ssl=1>

# Romania

- Romania is located at the crossroads of Central, Eastern and South-Eastern Europe.
- Population: 19,115,000
- Population per km<sup>2</sup>: 80.18
- Active civilian population 8.4 million (Labour Force Ledger, 2021)
- Unemployment rate 5.7% (INS, 2022)
- GDP - 284.1 billion USD (2021) (World Bank, 2002)



Source: <http://www.aries-shipping.ro/pictures/usefull-information/europe-map-showing-romania.jpg>

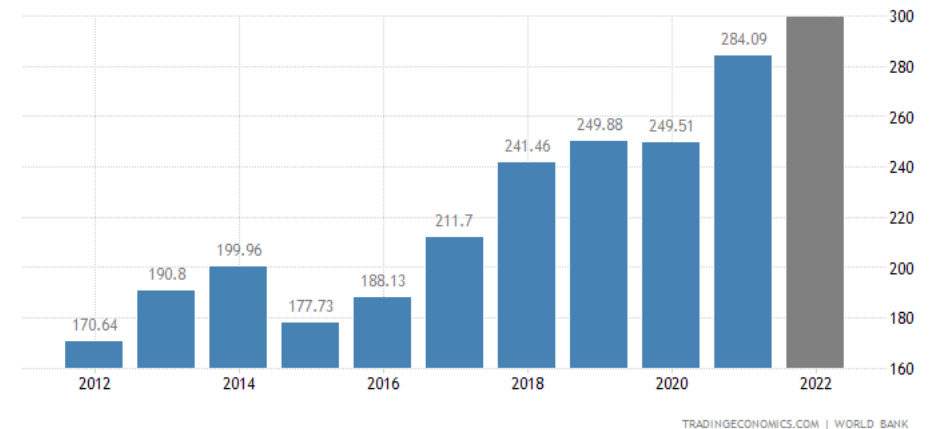
## Political

- The political system in Romania is going through a period of stability, which is reflected in economic growth.
- As a member of the European Union, the legislation in Romania must be in accordance with the legislation of the Union.

## Economy

- The country's economic growth, one of the highest in the European Union since 2010, in the first half of 2022, reached 5.7 percent.
- Historical producer of oil and natural gas, Romania is almost independent in its energy supply.
- Many vaping product distribution companies interested in UK products.

GDP evolution in Romania



Source: <https://d3fy651gv2fhd3.cloudfront.net/charts/romania-gdp.png?s=romaniagdp&projection=te&v=202207111520V20220312>

## Social

- In the social environment in Romania there is a pro-vaping current, mainly due to the lower costs when vaping.
- All Romanian vapers prefer European and USA products, especially those from the UK and USA due to their quality and special flavor.
- According to ANOFM data, the most vacancies at the national level were unqualified workers, who can be retrained.



shutterstock.com • 1358366750

Source: <https://www.shutterstock.com/image-vector/vape-people-vector-person-vaporizer-260nw-1358366750.jpg>

## Technological

- Competitive and skilled workforce in technology, engineering and chemistry required for the production and development of vaping products.
- Easy access to all vaping technologies and researches from Europe and the world.



Source: [https://vn-labs.com/wp-content/uploads/2021/02/IMG\\_1312\\_Edit-scaled.jpg](https://vn-labs.com/wp-content/uploads/2021/02/IMG_1312_Edit-scaled.jpg)

# Legal

- Romanian legislation is in line with EU legislation, but there are many deficiencies that generate corruption.
- Vaping is not included in Romania's smoking ban, but it is banned on public transport and almost totally prohibited in advertising.
- The regulations in the financial system are more relaxed than in the UK



Source: <https://www.freshbooks.com/wp-content/uploads/starting-small-business-legal-requirements.jpg>

# Environment

- Romania is one of the cleanest countries in the European Union, in terms of greenhouse gas emissions.
- It is rich in natural resources and human knowledge on how-to live-in harmony with nature.
- The infrastructure is not good, but progress is being made with the help of European funds



alamy

Source: <https://c8.alamy.com/comp/W5W37N/ecology-nature-environment-save-cartoon-W5W37N.jpg>

## Challenges

- Deficiencies in the road and railway infrastructure are a real challenge.
- Another problem is the legislative system, which, due to some gaps and misinterpretations in it, leads to a fairly high level of corruption.
- In the current political context, the border with Ukraine presents a big problem.



Source: [https://ew-nutrition.com/wp-content/uploads/articles/art117\\_gen\\_top-5-challenges-2022/challenge-6689107.png](https://ew-nutrition.com/wp-content/uploads/articles/art117_gen_top-5-challenges-2022/challenge-6689107.png)

## Opportunities

- The geographical location of Romania in Europe can be used as a basis for expansion in Europe, especially neighboring countries.
- The brands of vaping products from the UK are known and sought after.
- Thanks to the permissive vaping legislation, pubs can be opened where vaping and product testing are possible.



Source: <https://www.marketing-logic.com/wp-content/uploads/2017/10/opportunities-in-new-markets.jpg>

# Strategies

- Accessing existing distributors and traders.
- Taking over some local distributors, such as Vapez and Fumeaza OK (Smoking OK).
- A powerful promotion campaign in the online environment.
- Offering samples and promotional offers in Vape Shops and Vape Pubs.
- Attractive salaries for employees and specialists in the factory.
- Hiring local specialists to deal with the difficult legislative system.



Source: [https://www.launch-marketing.com/wp-content/uploads/2015/08/Launch\\_iStock\\_66674865\\_650x364-e1496423762986.jpg](https://www.launch-marketing.com/wp-content/uploads/2015/08/Launch_iStock_66674865_650x364-e1496423762986.jpg)

# Conclusion

- With quality marketing,
- With efficient management,
- With the help of efficient specialists,
- Moving to Romania is a feasible plan.



Source: <http://www.aries-shipping.ro/pictures/usefull-information/europe-map-showing-romania.jpg>

Thank you!

Any Questions?

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