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Business Pressure Cooker 2024

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Broodwormfarm

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a) Written Documentation of the Project and Elaboration

1. Executive Summary

Together in a group of seven students, three of them being international students from the Netherlands, we worked on the project "Business Pressure Cooker 2024". We were given the task, to come up with a strategy, on how the Broodwormfarm could expand successfully in the European market.

Broodwormfarm is a Germany-based company located in Dortmund.

They specialize in ecological mealworm cultivation providing environmentally friendly, sustainable production of animal feed for aquaculture, pig, and poultry farming, as well as pets.

Mealworms are the larval form of darkling beetles, which serve as an excellent substitute for soy, thereby reducing the deforestation with its cultivation, in addition, they are high in protein, commonly utilized as a source of protein for purposes like, animal feed and even human consumption. They are rich in nutrients and are considered as a sustainable food source.

Furthermore, Broodwormfarm plays a crucial role in enhancing global food security, by increasing the availability of protein-rich foods. By 2050 with estimated 10 billion people expected to inhabit the World, it is essential to explore alternative food sources, and Broodwormfarm is taking a huge first step in this direction.

They position themselves as a sustainable player in the food industry, who provide valuable animal protein sources for feed and food manufacturers. However, they are also of interest to other sectors: "By-products generated in our process can be utilized as fertilizer in agriculture, and Citin is suitable for water filtration in the industry." (*Broodwormfarm - Netz NRW - Verbund Für Ökologie Und Soziales Wirtschaften E. V.*, 2022).

What motivates Broodwormfarm is lots of idealism. When carrying out an ecological footprint assessment, nature remains indifferent to its outcome. Often, these assessments provide only a partial view, neglecting the overall context. This is exactly, what Broodwormfarm wants to change, their aim is sustainability, ensuring that they do not impose additional burdens on the environment. Furthermore, they contemplate the matter of food scarcity. It can occur due to various factors such as poor agricultural productivity, distribution problems, economic instability, natural disasters, conflict, or political unrest. Their plan is to play a role in shaping a future where, in principle, scarcity ceases to exist, by tackling systemic issues and promoting sustainable practices.

The mealworms are ecologically effective in various ways as a product. Additionally, at Broodwormfarm, they also employ individuals with disabilities and would like to expand their team (*Broodwormfarm - Netz NRW - Verbund Für Ökologie Und Soziales Wirtschaften E. V.*, 2022).

2. Design Thinking Process

Given the complex nature of our task – to develop a strategy for Broodwormfarm’s successful expansion into the European market – we recognized the need for an innovative and methodical approach. The Dutch students introduced us to the most suitable framework for our project, which is the Design Thinking Process, that allowed us to address challenges systematically and empathetically.

In the following, I will be giving a full account of the results of our group work, as well as the individual steps in producing these results according to Design thinking.

Design thinking is mainly used across a wide range of industries and fields where innovation and problem-solving are central, being employed for instance in product design, service design or business innovation, essentially, anywhere to generate creative ideas or develop solutions. It can be divided into five key steps, which are: Empathize, Define, Ideate; Prototype and Test (*Stevens, 2023*).

2.1. Empathize

In the first stage of Design Thinking, a significant emphasis is placed on building empathy with the target audience to deeply understand their needs, expectations, and behaviors.

This stage, often referred as the “Empathize” phase, is crucial as it lays the foundation for all subsequent stages of the Design Thinking process. During this phase, it is essential to immerse oneself in the user’s environment to gain genuine insights into their experiences and challenges (*Stevens, 2023*).

To achieve this, designers spend considerable time observing and engaging with users or the target group. This involves not just passive observation but also active engagement through, for instance, interviews. The goal is to set aside preconceived notions and assumptions to truly understand user’s perspectives. This empathetic approach helps in identifying underlying needs and desires that may not be immediately apparent.

In our specific case, the Dutch teammates employed an empathy map to systematically capture and analyze the stakeholders’ insights. The

empathy map is a powerful tool that delineates what the user thinks and feels, hears, sees, and says and does. By categorizing these insights, a comprehensive understanding of the user's internal and external experiences can be built.

Additionally, the empathy map includes an analysis of the user's pain points and gains. Pain points refer to the challenges and frustrations that users encounter, while gain points represent the positive outcomes and benefits, they seek. By summing up these points, areas of opportunity for innovation and design solutions that address both the pains and gains of the users can be identified (OdetteJ, 2023).

In conclusion, the Empathize stage in Design Thinking is dedicated to fostering a deep connection with the target audience. Through tools like empathy maps, designers can gather qualitative data that informs a user-centered approach to problem-solving.

2.2. Define

The second stage of Design Thinking Process involves defining the user problem that we aim to solve. This stage is crucial as it sets the foundation for the following steps.

To begin, all the findings from the empathize phase must be collected and analyzed. This phase requires a thorough examination of the data to uncover common themes and patterns.

Key questions to consider include: "What common themes and patterns have been observed?" and "What user needs and challenges repeatedly came up?"

By inspecting these patterns and themes, we can gain a deeper understanding of the users' experiences and the core issues they face. This analysis helps in identifying the most pressing problems that need to be addressed. Once all the findings are compiled and examined, we proceed to define a clear and concise problem statement. This statement, often referred to as a point of view statement, summarizes the primary issue or problem that we aim to solve.

In the Design Thinking Process, it is important to keep the user at the forefront when crafting the problem statement. This means framing the problem from the user's perspective, ensuring that their need, desires, and challenges are highlighted. The statement should reflect the user's point of view rather than the company's business objectives.

For instance, instead of stating "We need to sell more healthy beverages," it is more effective to frame it as, "Consumers nowadays prefer to drink healthier options that do not harm their health massively." This shift in perspective ensures that the focus remains on solving the user's problem rather than merely achieving a business goal.

Formulating the problem statement from the user's perspective fosters empathy and guides the design team to develop solutions that genuinely address user needs. The problem statement should be clear, actionable, and centered around the user's experience. It serves as a guiding beacon throughout the Design Thinking Process, ensuring that all efforts are aligned with solving the right problem.

By adhering to these principles, a problem statement that not only resonates with the user but also drives the innovation process can be created. A well-defined problem statement is essential for maintaining a user-centered approach and developing effective solutions that meet the actual needs of the users. The careful articulation of the problem sets the stage for the ideation, prototyping, and testing phases, ultimately leading to solutions that are both innovative and user-focused (*Stevens, 2023*).

2.3. Ideate

The third stage consists of ideation- or generating ideas, where it is evident, that the target users are known and what they want or need. Additionally, a clear problem statement from the previous step (the Define stage) is known and to be solved in this step, it is time to come up with possible solutions. It is a judgement-free zone where the group is encouraged to break away from the usual, explore different perspectives, and think creatively.

Ideation sessions to brainstorm as many ideas as possible, regardless of how practical they may seem, are organized to ignite inspiration, these sessions might be hold in unconventional places. During this part of Design Thinking Process, there should be a continual reference back to the problem statement. To come up with a possible solution, our group has ideated a list with hundreds of ideas and in the end, we chose the one we thought fits the best, "Marketing strategy to improve company quality and increase professional reach", which became our main idea/focus (*Stevens, 2023*).

During our project, we could not work with the last two steps which are "Prototype" and "Tes", due to the fact, that we only were given the task to come up with a recommendation plan and not to engage with the plan Nevertheless, I will introduce the last two steps of the Design Thinking Process

2.4. Prototype

The Prototype stage involves in transforming the ideas generated in stage three (the Ideate stage) into a prototype. It serves as an essentially scaled-down version of the product or service, which could be a simple paper, or even an interactive digital representation.

The goal here is to turn the ideas into something tangible which can be tested on real users, whilst maintaining a user-centric approach, allowing to gather feedback before going ahead and developing the product/service. This guarantees that the ultimate design effectively addresses the user's issue and provides a useful user experience (*Stevens, 2023*).

2.5. Test

As a final step in the process, moving on to the Test stage, where the viability and effectiveness of the prototype are assessed in the real-world scenarios. During this phase, the target users are to be observed, as they interact with the prototype. It is also important to collect feedback on how the users feel during the process. This will help to quickly highlight any design flaws that must be handled urgently, to prevent failures and to go back and make improvements, to finally reach success (*Stevens, 2023*).

Another important fact to consider is, that the Design Thinking Process is iterative and non-linear, meaning, that the outcomes of the testing stage may often require to reconsider the empathize stage or conduct additional ideation sessions before creating the winning prototype (*Stevens, 2023*).

3. Approach

3.1. Challenges & Goals

The project focused on breeding mealworms faces several significant challenges and has set specific goals for its development and expansion.

One of the primary challenges is to stabilize an economically friendly breed of mealworms. This involves developing a cost-effective production process, ensuring that the costs associated with breeding and maintaining the worms are minimized while keeping them viable and productive. Another major challenge is to scale up production while keeping the risk of disease outbreaks, which can severely impact the health and productivity of the mealworms. It is crucial to implement effective disease management practices to mitigate these risks.

Additionally, the project must ensure a consistent and adequate supply of substrates and food for the mealworms, maintaining conditions that are as natural as possible. This is essential for the well-being and productivity of the worms, requiring careful sourcing and management of the necessary materials and food.

The primary goal of the project is to become a reliable source of mealworms for both animal and humanitarian nutrition. This involves establishing a stable and high-quality production that meets the standards required for use in animal feed as well as for human consumption as a protein substitute. The mealworms can be used by high-protein food manufacturers, or as ingredients in pasta and baked goods (*the given assignment sheet, 2024*). Furthermore, the project aims to expand its operations to more countries within the EU, thereby growing its market reach and ensuring its long-term sustainability and success (*Appendix, Challenges & Goals*).

3.2. Approach of Design thinking

3.2.1 Emphasize

To gain a deeper insight into Broodwormfarm's investors, we developed an empathy map as our first step. We divided the empathy map in several sections, each representing a different aspect of the investor's perspective:

In terms of what the investor thinks and feels, they are not likely to invest. The hesitation or reluctance to invest in Broodwormfarm could be due to perceived risks or uncertainties.

When considering what the investor sees, they may find the environment. Of the Broodwormfarm unrepresentative and small, as it is in a basement.

This perception of inadequate or unappealing physical environment can significantly impact investment decisions.

Regarding what the investor hears, they might encounter negative feedback or societal apprehensions about mealworms. The idea of mealworms tends to scare most people off, which could further influence the investor's willingness to invest (*Puteri et al., 2023*).

Finally, in terms of what the investor says and does, they might articulate the need for Broodwormfarm to have its fundamental aspects well-established before pursuing ambitious goals. Investors often emphasize the importance of having the basics in place first (*Appendix, First Step: Empathy*).

3.2.2. Define

In the Define process the following question was focused on: "How can Breadworm Farm strategically attract investors to finance the expansion of their production capacity?". This serves as the foundation for the strategic planning, aiming to explore and exploit growth opportunities in the current market while optimizing existing facilities. The goal is to strengthen Broodwormfarms position as the leading supplier of mealworms in Europe.

To dissect this question further, various facets for investor attraction were examined. The current landscape, identifying potential growth avenues and evaluating competitive positioning were analyzed. This involved inspecting market trends, consumer demands, and the competitive strategies of other suppliers within the industry. Additionally, an assessment of Broodwormfarm's internal capabilities was conducted focusing on the 4 P's and strengths and weaknesses (*Appendix, Second Step: Define*).

With a well-defined problem statement, the process transitions to the Ideate phase.

3.2.3. Ideate

In this step multiple ideas were generated to ideate what the user wants and needs. Several creative ideas were explored during this brainstorming phase.

One notable idea was the development of a user-friendly app. This app could serve multiple functions, such as providing information about Broodwoodfarm's products, offering recipes, enabling direct purchases, and fostering a community of users who can share their experiences and tips on a blog. The app could also feature a loyalty program to incentivize repeat purchases and engagement.

Another idea was to create different flavored mealworms to cater to a broader range of consumer tastes. By experimenting with various flavors, Broodwormfarm could attract more customers who are looking for a unique and exciting culinary experience. This approach could also

position mealworms as a versatile ingredient in diverse cuisines, thus broadening their appeal beyond traditional uses.

Promoting the company through television documentaries was also considered, as they would significantly boost brand awareness and reach a wide audience. By crafting a compelling storyline that highlight the benefits and unique qualities of Broodwormfarm's products, the company could capture the attention to potential customers who might not be reached through other marketing channels.

Utilizing influencers to promote the company was another innovative idea. Influencers with large followings and credibility in the food and sustainability sectors could effectively advocate for Broodwormfarm's products. This could enhance the brand's image and trustworthiness, encouraging their follower to try the products.

Additionally, the potential of exploring human food applications for mealworms was examined. This involves researching and developing mealworm-based products that could be integrated into human diets. By highlighting the nutritional benefits and environmental sustainability of mealworms, Broodwormfarm could position itself at the forefront of a growing market trend toward alternative protein sources.

The overall objective of the brainstorming session is to devise a robust marketing strategy that not only improves the quality of the company's offerings but also increases its professional reach. By leveraging these diverse ideas, Broodwormfarm aims to enhance its market position, attract a broader customer base, and ultimately achieve sustainable growth. The comprehensive approach ensures that the marketing strategy is well-rounded and capable of addressing various aspects of consumer engagement and market expansion (Appendix, Third Step: Ideate).

3.3. Internal- and External Analysis

3.3.1. Internal Analysis

4 P's

To define Broodwormfarm's marketing strategy, we used the framework of the 4P's, which include Product, Price, Place, and Promotion.

In the "Product" section, the focus is on ensuring high quality by raising mealworms in a clean and healthy environment. There is an emphasis on offering a variety of mealworm products in different forms and providing convenient packaging options.

Following with the "Price" section, the strategy highlights the potential for significant revenue increases by expanding the production facilities. It also notes that selling smaller quantities of living mealworms can be more profitable, considering the prices.

Next, in the “Place” section, the plan includes collaborating with Siemens to enhance the capacities and quality of equipment to maintain natural conditions and achieve more profit. The target markets for selling include animal feed manufacturers, pet stores, zoos, and fishing clubs.

Finally, in the “Promotion” section, the strategy involves establishing a presence on Instagram to increase company awareness by showcasing important steps and achievements. Additionally, it includes showing significant informative events on social media to gain insights and engage with the audience.

Strengths and Weaknesses

The internal factors of the SWOT-Analysis include strengths and weaknesses. These factors are crucial in understanding the internal environment of the organization and play a significant role in strategic planning.

Strengths refer to the attribute or resources within the organization that provide it with a competitive advantage. In this context, the strengths include fair trade production, which ensures ethical standards and supports sustainable development. Another significant strength is the sustainable production of mealworms. Mealworms are a highly sustainable source of protein, requiring fewer resources such as water and land compared to traditional livestock (Frank, 2018). This positions them as an environmentally friendly option. Additionally, mealworms have the potential to serve as a substitute for fish meal, a common component in animal feed that is often associated with overfishing and environmental degradation (Ruiqi, 2023). By offering a viable alternative, Broodwormfarm can contribute to reducing the environmental impact of livestock and fish farming.

On the other hand, weaknesses are internal factors that may hinder the organization’s performance or competitive edge. Several weaknesses have been identified.

Firstly, there are issues with social media marketing. Effective social media presence is essential in today’s digital age, but the company is currently struggling in this area (Gerton, 2024). This includes the quality of posts, which may not be engaging or informative enough to attract and retain followers. Another significant weakness is the lack of a proper website. A well-designed website is crucial for credibility and serves as a central hub for information and customer engagement. Without it, the company may struggle to establish an online presence and effectively communicate with potential customers.

Furthermore, the workshops may lack necessary structure, content, or delivery to make a meaningful impact.

Lastly, there is a lack of clear messaging regarding the company’s mission. It is vital for stakeholders, including customers, employees, and partners, to understand and align with the company’s goals and values.

Without clear messaging, there may be confusion or misalignment, which can affect overall performance and cohesion.

By identifying and understanding these strengths and weaknesses, Broodwormfarm can better strategize and allocate resources to enhance its strengths and address its weaknesses. This comprehensive analysis provides a foundation for informed decision-making and long-term planning.

3.3.2. External Analysis

Opportunities and Threats

The external factors of the SWOT-Analysis consist of opportunities and threats. These factors stem from the external environment and can significantly impact Broodwormfarms strategic direction and performance.

Opportunities represent external chances for growth, expansion, or improvement that the company can capitalize on. One major opportunity lies in the broad range of products that mealworms can be used for. Mealworms are versatile and can be incorporated into various applications, such as animal feed, pet food, human consumption, and even in the production of biodegradable materials (*Moruzzo et al., 2021*). This wide range of potential uses opens numerous markets and revenue streams for the company. Additionally, there is a significant potential for increased profits by focusing on business-to-business interactions with smaller companies. Smaller companies may be more agile and open to innovative solutions like mealworm-based products, providing a fertile ground for partnerships and collaborations. By targeting these businesses, Broodwormfarm can build a robust client base and achieve steady revenue growth.

On the other hand, threats are external challenges that could jeopardize Broodwormfarm's success or stability. One major threat is posed by competitors who produce fish meal on a large scale. These established competitors benefit from economies of scale, allowing them to compete effectively, especially when price-sensitive customers might prefer the cheaper fish meal option.

Furthermore, the low price of fish meal is a significant threat. The competitive pricing in the fish meal industry means that Broodwormfarm needs to produce very large quantities to match or beat these prices, which may not be practical given current production capacities and resource constraints. This price pressure can limit market penetration and affect profit margins.

Navigating these external factors requires a strategic approach. By leveraging opportunities, such as diversifying product applications and

building strong B2B relationships, the company can enhance its market position. At the same time, addressing threats through innovative solutions, strategic partnerships, and continuous improvement in production efficiency will be crucial in maintaining competitiveness.

Understanding and analyzing these external factors enables Broodwormfarm to make informed strategic decisions, positioning itself to seize opportunities and mitigate threats effectively.

4. Results and Recommendations

As we progress through the project, our group has resolved to elevate the quality of the Broodwormfarm by undertaking a renovation of the current space, aiming for a cleaner and more inviting ambience (*Appendix, Recommendation One*). Renovating the Broodwormfarm space to achieve a cleaner and more inviting ambience is a strategic decision that can yield numerous benefits for the company and its stakeholders. A clean and organized space can enhance the productivity of workers by reducing distractions and fostering a sense of pride and ownership among employees, leading to increased efficiency and output. Additionally, an inviting ambience creates a positive impression on visitors, potential investors, and partners, reflecting professionalism and commitment to quality, and fostering trust and confidence in the project (*Admin, 2024*).

Cleanliness is crucial for maintaining health and safety standards, especially in environments dealing with biological entities like mealworms. Reducing clutter and maintaining hygiene can prevent accidents, contamination, and health risks. Renovating the space allows for reorganization and optimization of the layout, ensuring that the available area is used efficiently, leading to better workflow management and more effective use of resources (*Housekeeping » Biological Hazards – Infectious Diseases, n.d.*).

A well-maintained and attractive facility can distinguish Broodwormfarm from competitors, showcasing a commitment to excellence and innovation, which can be a unique selling point in the market. Regular renovations ensure that the facility meets current industry standards and regulations, staying compliant with health, safety, and environmental requirements, which is crucial for the legitimacy and continuity of the project.

Investing in the renovation now can prevent more significant, costly issues in the future, ensuring the longevity of the facility and its operations, making it a wise financial decision in the long run. In summary, renovating the Broodwormfarm space to make it cleaner and more inviting is not just about visual appearance; it is a strategic move that can lead to tangible improvements in productivity, safety, employee satisfaction, and overall project success.

Another factor that caught our attention was the lack in digitalization of the Broodwormfarm, including the poor management of their only social media platform, Instagram (Instagram: @broodwormfarm).

The current Instagram highlight bar only consists of one piece of content, named “Highlights”. Additionally, the cover photo of the highlight is not visually appealing neither engaging. The overall appearance lacks a professional touch.

Therefore, we suggest increasing the number of highlights, considering focusing on four well-rounded highlights, to ensure the most relevant content always appears first (*Sonnenberg, 2022*). A further, very important aspect is to name the highlights, as it is crucial for a better overview.

For instance, a following idea to showcase the benefits of mealworms for a good highlight would be, to mention the positive effects in several posts. The first post should be general information on “What makes mealworms so special?” or “What are mealworms?”, the second post could be about “What benefits do we have by consuming mealworms?” following with other posts. We suggest using a maximum of 10 posts per highlight of the topic, to retain the visitor’s attention.

The key is to use a variety of visual formats to keep the content engaging and interesting for the audience. Mixing up photos, graphics, and short videos will help break up the information and prevent it from feeling too text-heavy or monotonous. This will encourage the audience to explore the full series of the highlight, which in the end will lead to effective education and creating awareness (*Appendix, Recommendation Two*).

b) Reflection

To leverage each member's strengths, expertise, and interests, we distributed tasks strategically in our team.

We began communicating about our hobbies and interests to identify, where each members strengths and interests are dominant. For example, a team member with creative thinking skills and an eye for editing and a strong background with working on designing presentations or photography was assigned the task of designing the whole presentation layout and finding the right pictures or graphics for the right topic. In general, we split up the tasks, and firstly, each member had to research about their part in depth. Secondly, we exchanged our findings and came to conclusions and ideas together.

Furthermore, we considered individual preferences and development goals. By doing so, we ensured a high team spirit and good motivation with engaged team members, as each worked on topics they were interested in and proficient in. This approach enhanced productivity and cultivated a sense of ownership and accountability within the team.

1. Time Pressure

Time pressure significantly impacted our approach to this project. Especially, leading us to initiate a survey: however, due to the lack of enough time to thoroughly plan and execute the survey, we stated it to be ineffective and to not consider doing one.

2. Teamwork and Communication

Throughout the project, our team encountered minimal problems due to several key factors that contributed to a positive and efficient working environment.

Firstly, we maintained good communication. Open and clear communication channels ensured that everyone was on the same page, reducing misunderstanding and enhancing collaboration. Secondly, there was a good level of trust among team members. This trust facilitated smooth collaboration, as everyone relied on each other's capabilities and commitments.

We also set realistic deadlines and worked together to meet them consistently, which helped in staying on track.

Furthermore, our team members had matching personalities, which facilitated better teamwork and helped in building better understanding of each other and building a strong relationship. This has also created a nice and welcome atmosphere for both parties as we on the German team were already friends partnering up with the Dutch team who were also friends.

By managing our workload effectively, we were able to minimize stress and pressure within the team. This approach ensured that we remained focused and productive without feeling overwhelmed.

We also encouraged team members to directly address questions, leading to prompt resolutions. This approach ensured that any uncertainties were quickly clarified, keeping the project moving forward smoothly.

Eventually, we actively practiced mutual assistance, always ready to help each other. This mutual support enhanced our problem-solving abilities and ensured that no one felt overwhelmed by their tasks.

These factors collectively contributed to a positive and efficient working environment, allowing us to handle the project with minimal issues.

3. Learnings from This Project: in Terms of Team Management

Our team's management was executed efficiently through a hierarchical structure that facilitated clear lines of authority and responsibility. We simply had good communication, and everyone was open and kind, there was the one or another group member who was a bit shy, but through time we made them feel comfortable. In conclusion, this project has taught me to always be open for anything, and to let everyone speak and motivate to participate so that we can reach our goal together.

c) Task Guest Lecture

Based on the information provided from Mr. de Jongste's talk on the challenges of German-Dutch cooperation, several critical aspects that could be particularly relevant when working with Dutch students and coaches can be recognized.

1. Intercultural Cooperation and Communication:

Intercultural cooperation and communication play a vital role in effective collaboration between German and Dutch individuals. Insights into these areas are invaluable for Dutch students and coaches as they navigate the distinct communication styles and cultural norms of Germany and the Netherlands.

2. Challenges in German-Dutch Cooperation

2.1. Language Barrier

One of the primary challenges identified is the language barrier. Differences in language proficiency significantly impact communication efficacy between German and Dutch individuals. While many Dutch individuals are proficient in German and English (*High English Proficiency, n.d.*), the same cannot always be said for Germans. This disparity can lead to misunderstandings, miscommunications, and a reluctance to engage fully in collaborative efforts.

2.2. Cultural Differences

Cultural differences also play a significant role in shaping the dynamics of German-Dutch cooperation. Variations in work styles, decision making process, and businesses etiquette can lead to misunderstandings and conflicts. For instance, Germans are often perceived as methodical and detail-oriented, while the Dutch are seen as direct and open to new ideas. These differences can sometimes clash, especially in high-pressure situations or when swift decision-making is required.

2.3. Perception Differences

Understanding how each country perceives life and business education is crucial. Germans may prioritize thoroughness and accuracy, whereas the Dutch might emphasize creativity and practical solutions. These differing perceptions can lead to misinterpretations if not properly addressed. It is essential for both parties to acknowledge and respect these differences to avoid conflicts and foster a collaborative environment.

3. Benefits of German-Dutch Cooperation

3.1. Cooperation

Despite the challenges, German-Dutch cooperation offers numerous benefits. One of the key advantages is the ability to leverage the strengths of both cultures. Dutch confidence and courage to explore new opportunities, combined with German thoroughness, can lead to innovative solutions and enhanced project outcomes. This synergy is particularly effective in fields that require both creativity and precisions.

3.2. Learning Opportunities

Cross-cultural cooperation also provides valuable learning opportunities. By embracing each other's perspectives and ways of working, German, and Dutch individuals can broaden their horizons and gain new insights. This mutual learning fosters personal and professional growth, as well as improves intercultural competence.

4. Business Opportunities

At last, German-Dutch cooperation can develop new business opportunities. Collaborating on joint projects can increase competitiveness and facilitate knowledge exchange. This collaboration can lead to the development of new markets and the creation of innovative products and services. The combined strengths of both countries can result in a stronger market presence and increase economic benefits.

5. Conclusion

All things considered, while challenges such as language barriers and cultural differences exist in German-Dutch cooperation, the potential benefits far outweigh these obstacles. The synergies created by combining Dutch and German strengths, the learning opportunities that arise from cross-cultural interactions, and the business growth potential make this cooperation a valuable and rewarding endeavor. By addressing and navigating the challenges effectively, both parties can achieve significant success in their collaborative efforts.

Appendix

Challenges & Goals

Challenges

- stabilize an economically friendly breed of mealworms
- become a bigger production but still keep the risk of common diseases in bigger productions low
- get enough substrates & food for the worms and keeping conditions as natural as possible

Goal:

- be a food delivery for animal food
- expand to more countries

Challenges & Goals

1st step: EMPATHY

• Empathy map

First Step: Empathy

2nd step: DEFINE

• How can Broodworm Farm strategically **attract investors to finance the expansion of their production capacity**, with a focus on exploring and exploiting growth opportunities in the current market and optimizing existing facilities, with the ultimate goal of strengthening the company's position as the leading supplier of mealworms in Europe?

Second Step: Define

3rd step: IDEATE

Marketing strategy to improve company quality and increase professional reach

Third Step: Ideate

BROODWORMFARM

STRENGTHS

- Fair trade production
- Sustainable production of mealworms
- Possible substitute for fish meal

OPPORTUNITIES

- The products that mealworms can be used for are very bright
- Focusing 200 business with smaller companies, bring more profits

WEAKNESSES

- Social media marketing
- poor posts
- no proper website
- no nice workshop and no clear messaging of the company's mission

THREATS

- competitors that produce fish meal in big style
- low price of fish meal which forces us to have very big quantities to compete

SWOT Analysis

4P's

PRODUCT

- Quality raised in clean and healthy environment
- Variety different forms of mealworm products
- Packaging convenient options

PRICE

- Significant increases in revenue through the enlargement of the production place
- Smaller quantities of living mealworms are more profitable (looking at the prices)

Product and Price

4P's

PLACE

- work with Siemens to improve the capacities & quality of the equipment
- Broodworm's goal to maintain natural conditions & more profit
- Selling to animal feed manufacturers, pet stores, zoos, fishing clubs...

PROMOTION

- Platform: a presence on Instagram that shows important steps of the company are increasing the awareness
- Strategy: showing of important informative events on social media → getting insights

Place and Promotion

Broodwormfarm

"[...] improve company quality"

Old standard → New standard

Recommendation One

Current Instagram Highlight

• consists of only one content

• not visually appealing

• does not look professional

Highlights

- create more highlights
- highlight the positive effects of mealworms
- focus on quality of the pictures
- raising awareness & educating

Recommendation Two

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I hereby confirm that the present paper is the result of my own independent scholarly work, and all that in cases material of the work of others (in books, articles, essays, dissertations, and on the internet) is acknowledged, and quotations and paraphrases are clearly indicated. No material other than that listed has been used.

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Beyza Demir, 04th of July 2024

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