



Foundation

Action Learning Master Thesis: Moringa and the European Market

July, 2021



Call for application: Action Learning Master Thesis

Interested?
Please contact
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Working title: Market entry for African SMEs in Europe on the example of Moringa products

Description: In this Master Thesis you will develop a strategy for West African Moringa products to enter the German / European market, i.e.:

- Which products would fit best for which target customers?
- Via which sales channels can the products be best distributed to its target customers?
- Exploring promising market concepts
- How to import products to Germany?
 - Which are the best and most cost-efficient ways to import Moringa products to Germany?
- Where is the best location for processing Moringa for the target market?

Herou Alliance SARL and Swiss Tropical will serve as model SMEs. More information on these companies can be found in the next slides.

Qualification: Candidate has to understand, speak and write French, English and German.

Supervisor: Prof. André Habisch; Dr. Michael Schwall

Number of spots available: 1-2