

**JUSTIFICATION OF THE MARKET ENTRY STRATEGY OF THE UKRAINIAN DIETARY
SUPPLEMENT BRAND PERLA HELSA INTO THE EU MARKET.**

by

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ABSTRACT

This capstone project examines the challenges and strategic opportunities facing Perla Helsa, a Ukrainian supplement brand, as it expands into the European Union—focusing particularly on the Polish market. Despite Perla Helsa’s strong performance in Ukraine through influencer-led campaigns and doctor endorsements, similar efforts in Poland have underperformed. The study utilizes a mixed-methods approach, combining structured interviews with the brand’s marketing team, competitive funnel research, and performance data from Meta, SEMrush, and AdClarity. Findings reveal significant differences in consumer behavior, digital engagement, and product perception between the two markets. Key insights highlight the importance of adapting top-of-funnel strategies, leveraging micro-influencers, and concentrating on two core SKUs—marine collagen and biotin capsules—to build trust and optimize conversion in Poland. The project proposes a phased, performance-driven market entry strategy, supported by localized content, regulatory compliance, and a lean but scalable operational model. Financial modeling indicates high margin potential and a cash break-even by Month 4, validating Poland as a profitable launchpad for further EU expansion.

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INTRODUCTION

In Ukraine, Perla Helsa achieved remarkable success by leveraging influencer marketing and collaborations with trusted doctors, which boosted brand awareness and engagement on social media platforms (Perla Helsa, Internal Marketing Report). However, attempts to replicate this strategy in Poland have not yielded the desired results. The research will address the main issues contributing to this underperformance, including differences in market dynamics, consumer behavior, regulatory environments, and advertising effectiveness between Poland and Ukraine. The study aims to understand why the current marketing and advertising strategies are underperforming in the EU and to develop a comprehensive growth strategy tailored to the specific needs of the target markets.

CHAPTER 1. METHODOLOGY

DATA-COLLECTION DESIGN

To achieve the research objectives, a combination of quantitative and qualitative research methods was applied, utilizing both primary and secondary data sources. The study involved analyzing Perla Helsa's marketing strategies, comparing their performance in Ukraine and Poland, and assessing competitor approaches in the target markets. The primary data collection focused on internal insights gathered from structured interviews with Perla Helsa's marketing and sales teams (Perla Helsa, Internal Marketing Report). These interviews provided valuable information on the challenges faced when replicating successful Ukrainian marketing strategies in Poland. The collected qualitative data was classified and analyzed thematically to identify recurring patterns and strategic gaps.

ANALYTICAL TOOLS & KPIS

Secondary data was obtained using SEMrush, AdClarity, and Meta Ads Library (SEMrush; AdClarity; Meta Ads Library), which provided key performance indicators (KPIs) on digital marketing efforts, organic and paid search trends, and competitor strategies. A comparative analysis was conducted on Perla Helsa's EU advertising campaigns and its high-performing Ukrainian campaigns to identify discrepancies in engagement, conversion rates, and return on ad spend. Additionally, external funnel research was conducted to analyze the marketing funnels of competitors in the target PL/EU markets. This involves mapping out competitors' advertisement funnels - from initial awareness to conversion to identify effective strategies and potential gaps that Perla Helsa can exploit. By understanding how competitors attract, engage, and convert customers, insights can be gained into best practices within the industry, helping to optimize Perla Helsa's own marketing funnels using specialized CRO methods.

The study also included a broader European market analysis to assess trends in consumer behavior, digital engagement, and search engine activity related to the supplement industry. The insights derived from search volume analysis and keyword trends informed the optimization of Perla Helsa's market positioning (SEMrush). Furthermore, a detailed product benchmarking analysis was

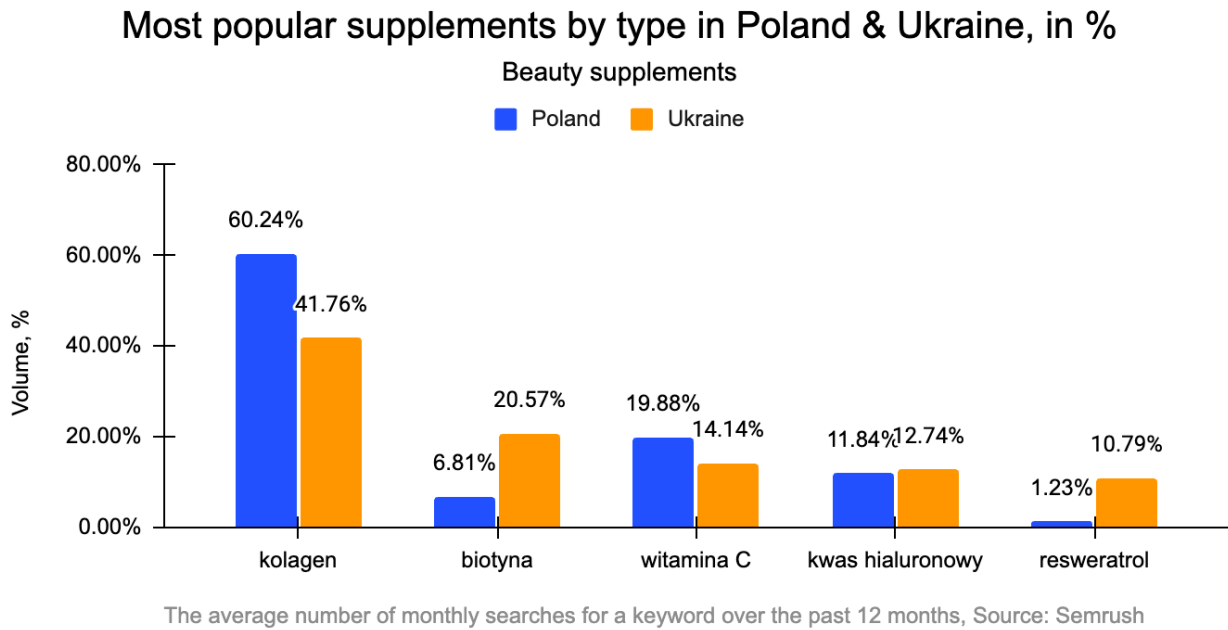
conducted, focusing on top competitors in Poland and assessing aspects such as pricing, branding, formulation, and overall value proposition.

The data analysis methods combined quantitative performance metrics, including statistical comparisons of advertising effectiveness, and qualitative thematic analysis of collected insights. Ethical considerations were strictly adhered to, ensuring the confidentiality of proprietary company data and compliance with General Data Protection Regulation (GDPR) standards when handling user-related information. Multiple sources were used to minimize bias and maintain the objectivity of the research findings. This structured approach to data collection establishes a solid foundation for diagnosing Perla Helsa's challenges in the EU market and will guide the formulation of strategic recommendations in the following sections.

CHAPTER 2. MARKET ANALYSIS: POLAND VS UKRAINE

COLLAGEN POPULARITY GAP

Figure 1: Most popular supplements by type in Poland & Ukraine, in %



Data from Appendix A.

A foundational step in formulating Perla Helsa’s EU expansion strategy is understanding how product demand and consumer perception differ between Poland and Ukraine. These insights not only highlight which supplements resonate most strongly in each market but also uncover potential obstacles and opportunities when introducing or repositioning products. Current data indicate that collagen’s popularity in Poland is approximately 20% higher than in Ukraine (Appendix A, Fig. 1). This disparity arises from several factors:

Established Awareness Campaigns

Polish consumers have been the target of concerted marketing efforts by both local and international brands that emphasize collagen’s benefits for skin elasticity, joint health, and overall wellness. Mainstream advertising, social media influencers, and endorsements from healthcare professionals have combined to create widespread familiarity with collagen-based products.

Holistic Beauty and Wellness Culture

In Poland, collagen is frequently marketed under the broader umbrella of “beauty from within” positioning it as essential not only for external appearance but also for preventive health. This holistic messaging aligns well with Polish consumers’ growing interest in self-care and proactive health management.

Value Proposition and Market Confidence

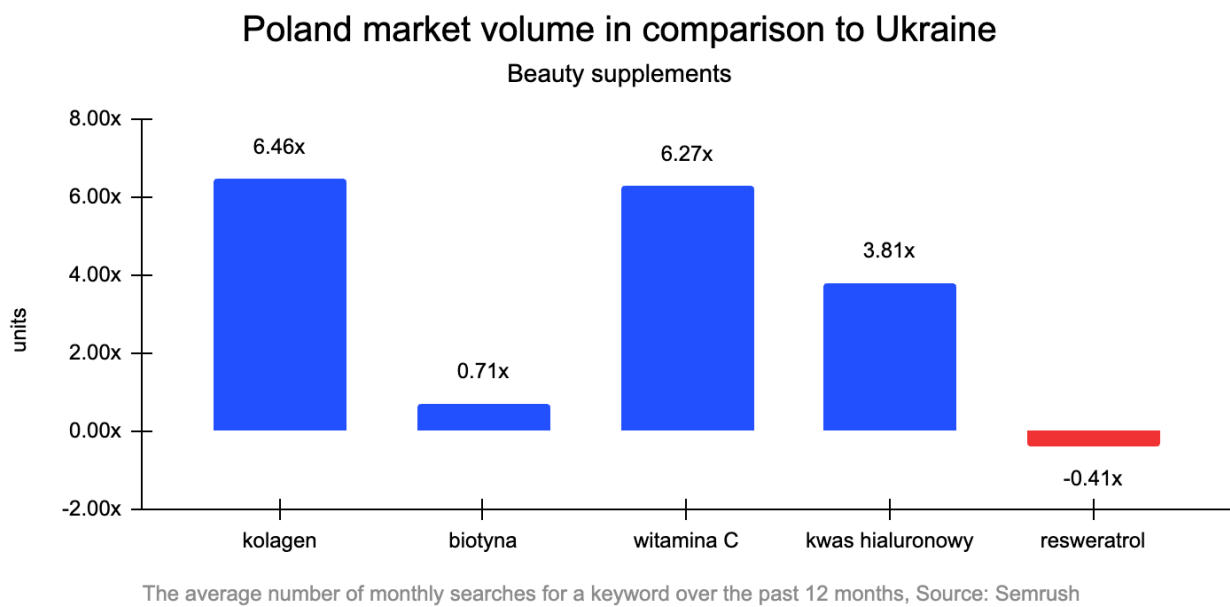
Because collagen has become a staple in the Polish supplement market, consumers are more inclined to pay premium prices if they perceive high quality or added functional benefits (e.g., collagen combined with vitamins, minerals, or other complementary ingredients). This consumer readiness creates an encouraging environment for a specialized, well-branded collagen offering like Perla Helsa’s.

By contrast, collagen remains less prevalent in Ukraine, despite growing awareness and social media buzz. While Ukrainians do recognize collagen’s cosmetic advantages, broader acceptance and trust are still developing due to:

- A shorter history of targeted marketing campaigns;
- Less saturated beauty supplements market
- A narrower range of premium collagen products on the market;
- Economic uncertainties influencing consumer willingness to invest in higher-priced supplements.

However, the Polish supplement market exhibits more openness to specialized products like biotin. Polish brands often position biotin alongside collagen, presenting them as a powerful duo for holistic beauty (e.g., “hair, skin, and nail” solutions). Consequently, Perla Helsa’s Perioritizing (or a similarly specialized biotin/collagen product line) could appeal to Polish consumers who have a stronger baseline understanding of biotin’s benefits and seek comprehensive approaches to beauty and wellness.

Figure 2: Poland market volume in comparison to Ukraine



Data from Appendix A.

SCALING POTENTIAL & VOLUME

An essential factor in Perla Helsa’s expansion plan involves evaluating each market’s overall volume and its capacity to support sustained business growth. Poland stands out as a leader in terms of market size, offering approximately 5.2 times greater volume potential than Ukraine. This disparity arises from a combination of higher population figures, more robust consumer spending power, and a well-established e-commerce ecosystem that simplifies nationwide distribution (Appendix A, Fig. 2).

In practical terms, the best-selling and most popular supplement category—collagen and its variations—shows a 6.4-fold greater potential in Poland. This substantial gap underscores the importance of focusing on high-demand products when entering a new market. Beyond pure consumer demand, Poland’s developed infrastructure presents logistical and promotional advantages. For instance, access to well-organized retail chains, specialty health stores, and online platforms can streamline product placement and create multiple touchpoints for brand exposure.

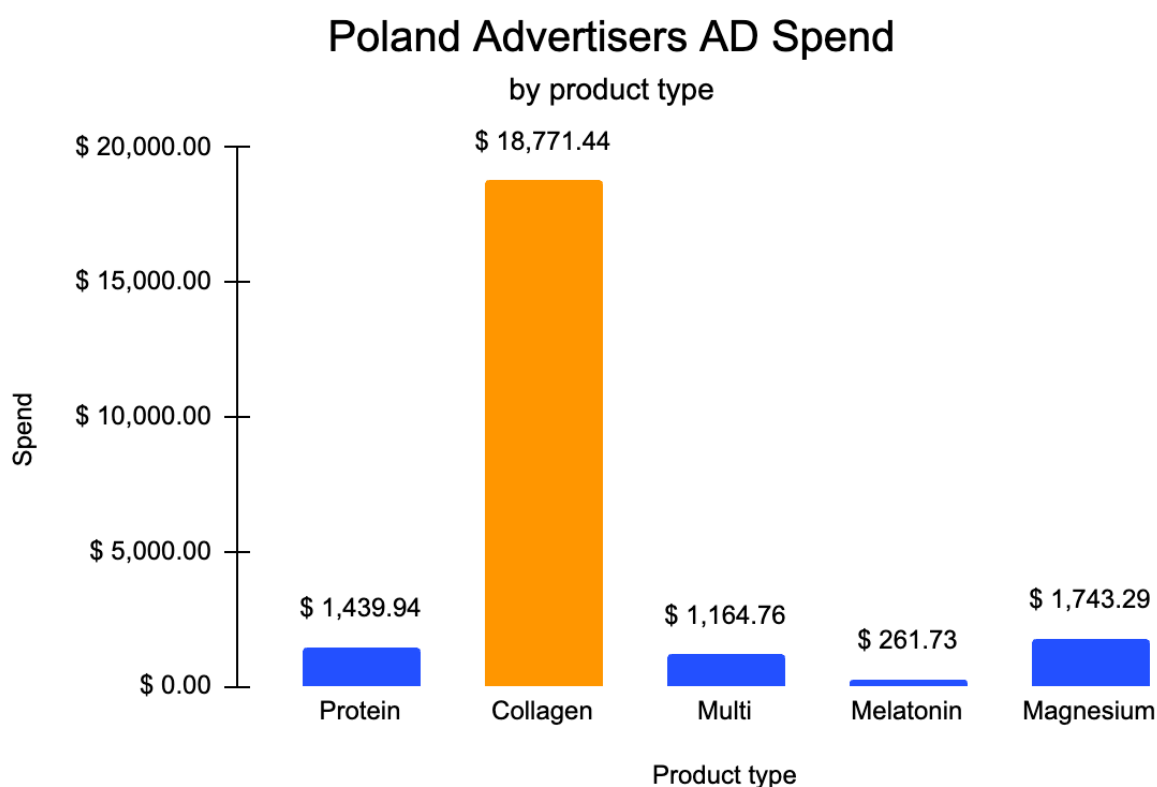
For Perla Helsa, these metrics offer a compelling case to prioritize Poland for initial or accelerated market penetration. By channeling resources into targeted marketing campaigns, forging partnerships with local distributors, and leveraging a robust digital presence, the company can

more effectively capture a share of Poland's expansive consumer base. This approach also sets the stage for potential forays into adjacent European markets, as Poland often serves as a gateway for broader EU distribution strategies. Consequently, tapping into Poland's larger market volume not only promises direct sales growth but also strengthens Perla Helsa's long-term positioning across the European supplement industry.

AD-SPEND BENCHMARKING

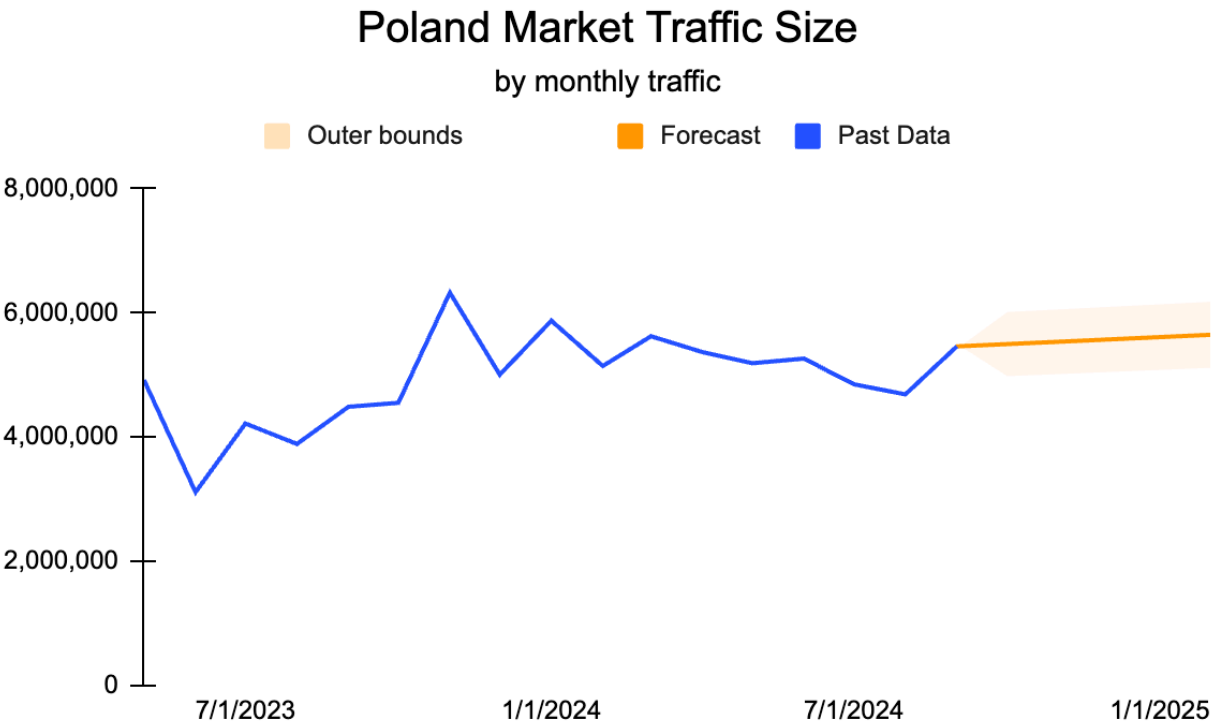
According to data gathered from ADClarity, brands in Poland allocate notably higher budgets to advertising collagen products compared to other supplements. An examination of 20 leading Meta advertisers reveals that the average spend per brand on collagen is \$ 18 771, substantially outpacing other categories. By contrast, magnesium sees an average spend of \$ 1743, while multi-vitamins average \$ 1164. Emerging options like melatonin remain far behind with an \$ 261 average (Appendix B, Fig. 3). These figures indicate that brands view collagen as a core mass-market product with sustained consumer demand, while newer supplements have yet to demonstrate comparable sales potential.

Figure 3: Poland Advertisers AD Spend



Data from Appendix B.

Figure 4: Poland Market Traffic Size



Data from Appendix C.

BEAUTY-SUPPLEMENT TRENDS

The Polish beauty supplement market, while subject to periodic fluctuations, has consistently demonstrated impressive growth, with a Compound Annual Growth Rate (CAGR) of approximately 12% year-over-year (SEMrush). Projections from SEMrush indicate that by February 2025, monthly website traffic related to beauty and supplement inquiries may surpass 5.6 million visitors (Appendix C; SEMrush), reflecting the market’s robust capacity to engage both repeat and potential consumers. Interestingly, customers in Poland have shown a clear preference for liquid collagen over powdered options. This inclination may stem from perceived ease of use, faster absorption rates, or simply more appealing product formats. Recognizing this trend, many established brands have pivoted toward ready-to-drink collagen shots or single-dose vials to accommodate consumer demand. For Perla Helsa, this suggests that tailoring product lines to local preferences (e.g., offering convenient liquid supplements or single-serve sachets) could accelerate brand adoption.

SIMILARITIES AND DIFFERENCES WITH THE UKRAINIAN MARKET

While the Polish market shares some similarities with Ukraine—particularly regarding product categories such as collagen and resveratrol—there remain distinct consumer behaviors and operational nuances:

Payment Methods

Despite the continued growth of online shopping, many Polish consumers (PerlaHelsa Customer Survey) still favor cash-on-delivery (COD) methods. This underscores a degree of caution and a desire to inspect products before completing transactions. Ukrainian shoppers also maintain a preference for COD, indicating a shared trust factor when dealing with online sellers.

Lack of Straight Sale or Subscription Models

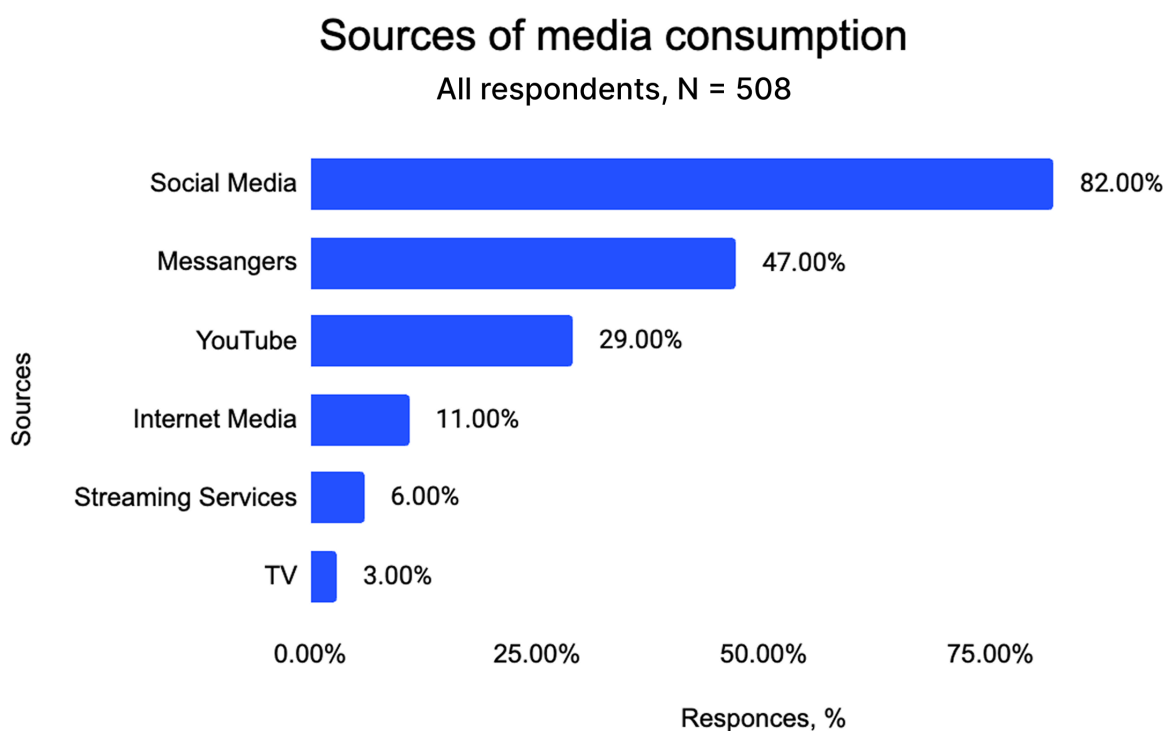
Unlike certain Western European markets, subscription-based sales or straightforward auto-ship programs are not yet widespread in Poland. This can represent both a challenge and an opportunity for brands like Perla Helsa looking to introduce convenient, recurring-purchase models that have proven successful in other regions.

Loyalty Programs and Retention Strategies

Many Polish brands successfully leverage loyalty points, care clubs, and other retention initiatives to encourage repeat purchases. These methods foster high rates of returning customers and cultivate brand advocacy. A similar trend is on the rise in Ukraine, indicating that well-structured loyalty and rewards programs can significantly enhance customer lifetime value in both markets.

CONSUMER MEDIA HABITS

Figure 5: Sources of Media Consumption



Data from Appendix D.

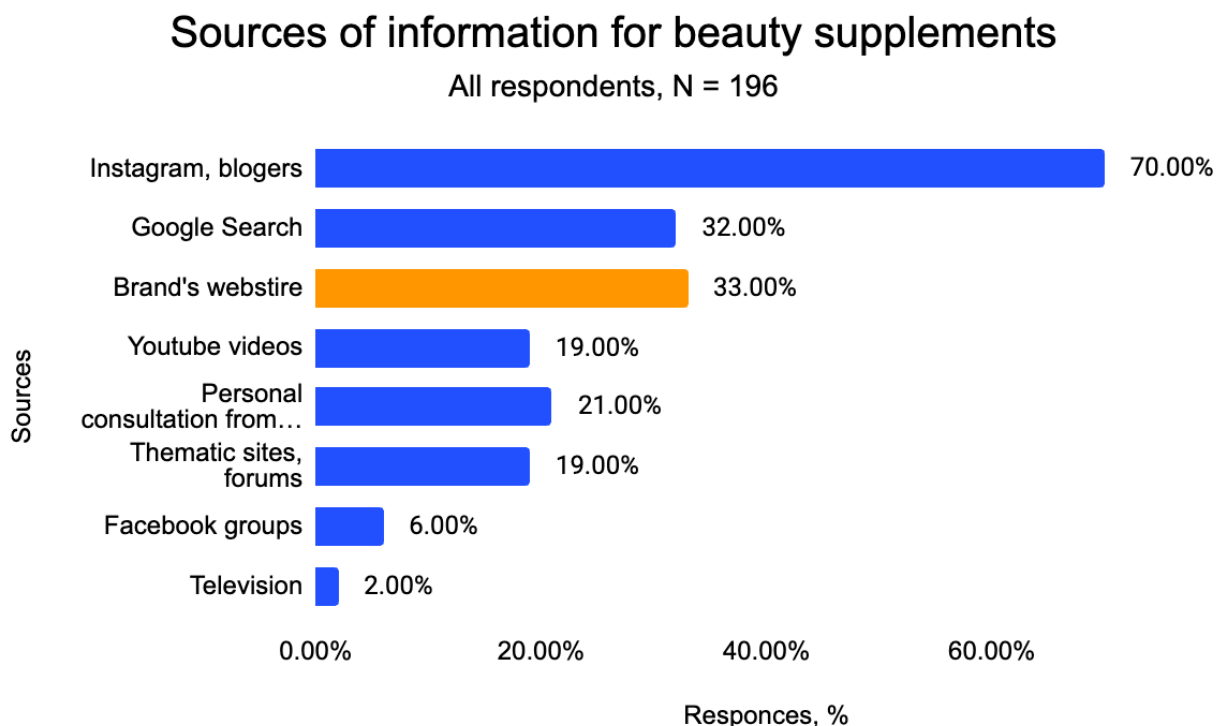
In our interviews with Polish consumers, several compelling insights emerged regarding their preferred information sources and media consumption habits. Social media platforms—such as Facebook and Instagram—emerged as the primary information source for potential Perla Helsa buyers. Users frequently cite these channels for discovering new brands, reading customer testimonials, and interacting with influencer endorsements.

While social networks top the list, messaging apps (e.g., WhatsApp, Messenger, Viber) and YouTube rank second and third, respectively. Fewer than 25% of surveyed participants indicated regular reliance on other sources, such as traditional media or dedicated beauty forums (Appendix D, Fig. 6).

A closer look at the 25–34 age group reveals a notably higher engagement with streaming services for watching movies and TV series. This trend suggests potential opportunities for brand visibility via product placement or influencer collaborations within streaming-related content, as

younger consumers are more inclined to multitask—splitting attention between on-screen entertainment and social media feeds.

Figure 6: Sources of Information for Beauty Supplements



Data from Appendix D.

Beyond the channels Polish consumers favor, who they trust for recommendations and how they search for products play crucial roles in shaping purchase decisions. Among beauty supplements, bloggers and social media influencers carry significant weight in convincing users to try new products. This makes influencer marketing a strategic priority for any brand aiming to penetrate or expand in the Polish market. By cultivating a strong brand reputation, companies not only bolster consumer trust but also stand to gain financially through more efficient customer acquisition and elevated brand loyalty (Appendix D, Fig. 6).

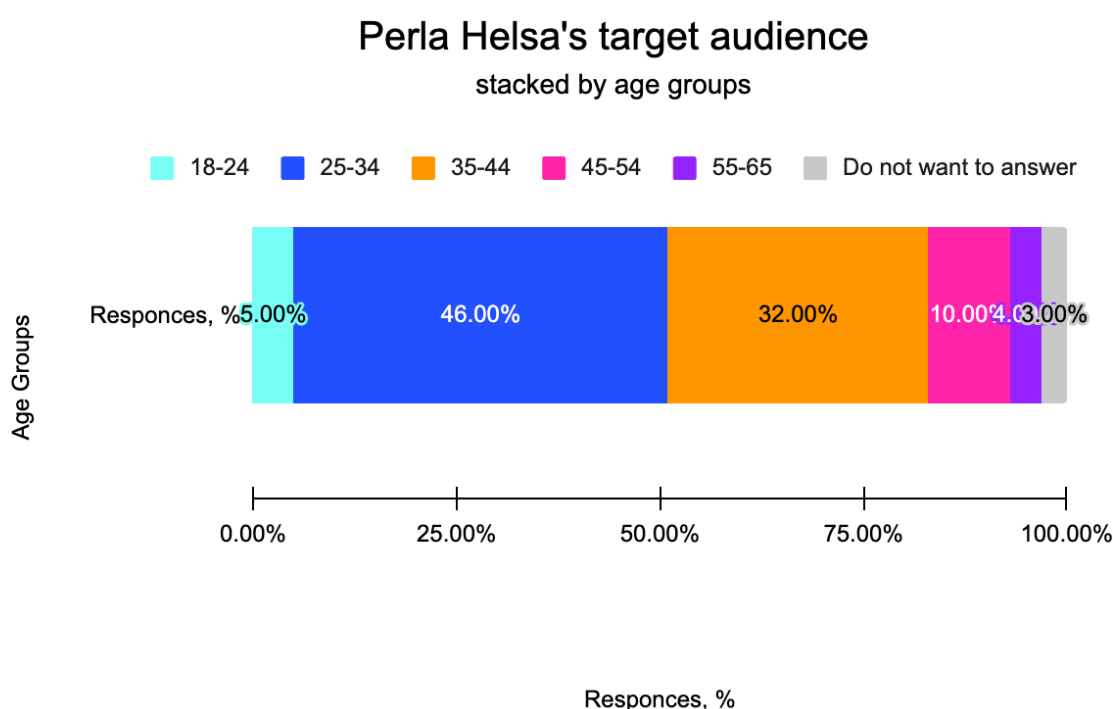
Google's search engine remains a prominent marketing channel thanks to intent-based queries (e.g., "best collagen supplement" or "beauty supplements for hair growth"). These indicate a readiness to learn, compare, or purchase, making paid search campaigns potentially more cost-effective than running general Facebook ads. A brand's website serves as a primary reference point for users seeking detailed product information. Clear, concise, and SEO-optimized content

addressing common consumer questions (e.g., benefits, usage, pricing) can improve both search ranking and conversion.

Blogs offer a versatile format for educating potential buyers and improving search engine visibility. By featuring expert articles, user testimonials, and ingredient explanations, brands can position themselves as thought leaders, build trust, and move consumers closer to purchase.

In contrast to the United States, Polish consumers appear less inclined to use large community-centric Facebook groups for peer-to-peer product discussions. While not irrelevant, these communities are less impactful compared to influencer recommendations or dedicated brand pages that highlight promotions, product launches, and testimonials.

Figure 7: Perla Helsa's Target Audience - Ukraine

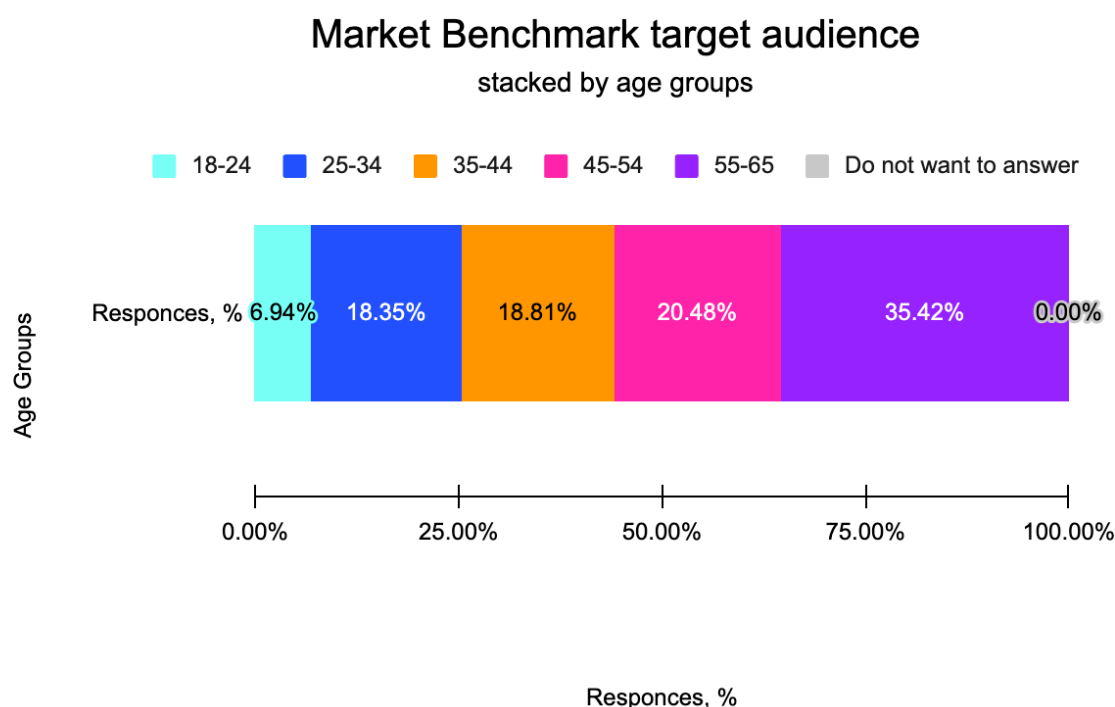


Data from Appendix E.

Perla Helsa's primary audience—women in their 30s—demonstrates a clear inclination toward social media channels such as Instagram and bloggers (Appendix E, Fig. 7). This preference stems from their desire for visually engaging, influencer-driven content that aligns closely with their beauty and wellness interests. In contrast, Facebook tends to attract a somewhat older demographic, offering broader appeal but lower engagement within Perla Helsa's core target segment. These insights highlight the importance of tailoring platform-specific strategies: maintaining a dynamic

Instagram presence to reach and resonate with 30-something consumers, while using Facebook judiciously for more generalized brand exposure and community engagement.

Figure 8: Market Benchmark Target Audience - Europe



Data from Appendix E.

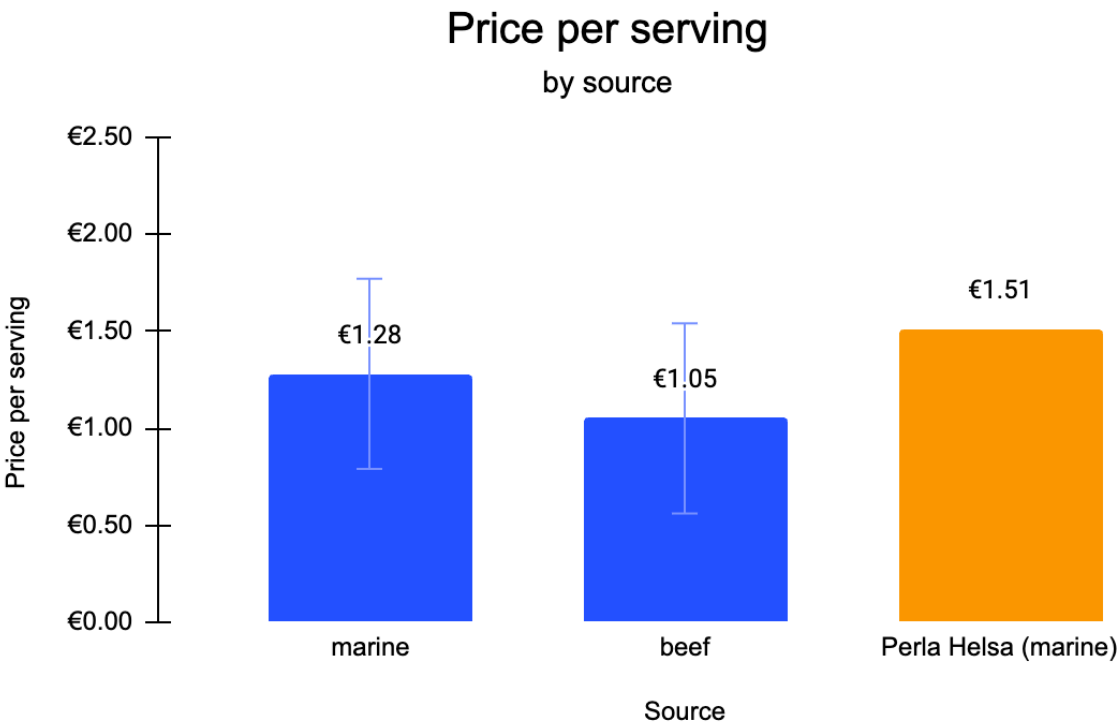
The Polish supplement market skews toward a more mature demographic, predominantly individuals aged 55–65 (Appendix E, Fig. 8). In contrast, the younger audience targeted by Perla Helsa occupies one of the smallest market segments in Poland. This discrepancy suggests that health and wellness concerns in Poland may differ from those in markets where Perla Helsa's core consumers (women in their 30s) predominate. By acknowledging these demographic nuances, Perla Helsa can tailor product messaging and possibly introduce offerings that resonate more strongly with Poland's larger 55–65 customer base, while still remaining attractive to its primary target audience.

COMPARATIVE PRICING ANALYSIS: MARINE VS. BEEF COLLAGEN

A comprehensive analysis of 80 leading beauty supplement brands was conducted to benchmark pricing across different collagen types, specifically marine and beef. Due to insufficient market data, vegan collagen options were excluded from this study (Appendix F, Fig. 9). While marine

collagen typically commands a higher cost per serving compared to beef, our findings reveal only a marginal price gap—one largely driven by customer preferences for flavor and perceived premium quality rather than any intrinsic cost disparity.

Figure 9: Poland Product Data



Data from Appendix F.

Narrow Pricing Spread

Although consumers often perceive marine collagen as a more upscale product, the statistical data show a minimal variation in average retail prices between marine and beef collagen. Flavors, product formats (e.g., liquid vs. powder), and brand reputation exert a more notable influence on cost than collagen type alone.

Standard Deviation and Price Uniformity

An average standard deviation of 0.49 in both the beef and marine collagen categories indicates that overall market pricing is fairly consistent, with no extreme outliers drastically skewing the range. In practical terms, most brands—including Perla Helsa—cluster around a shared midpoint, reinforcing that the market is competitive and relatively uniform in terms of pricing.

Perla Helsa's Position

Perla Helsa is priced at the higher end of the analyzed range. However, the modest standard deviation suggests that its premium positioning does not significantly exceed the upper boundary of similar offerings. As a result, Perla Helsa's higher price point aligns with other premium brands, reflecting a competitive stance rather than an outlier.

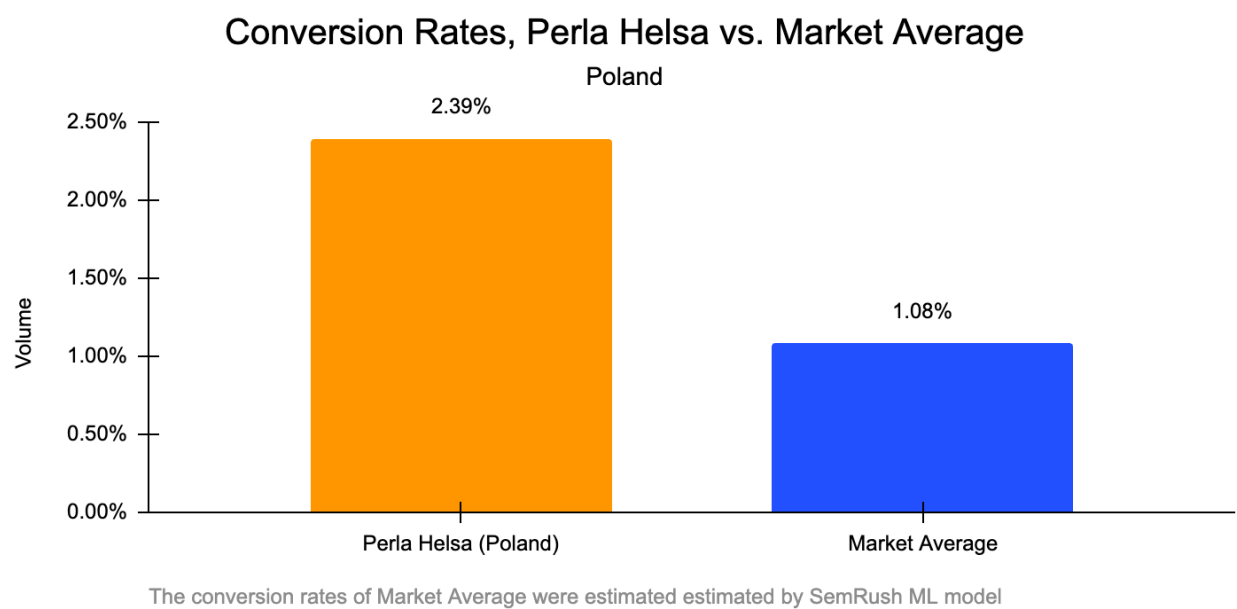
Overall, this pricing analysis confirms that while Perla Helsa is on the higher end of the market spectrum, it remains well within competitive bounds. By leveraging effective marketing, quality assurances, and thoughtful consumer engagement strategies, the brand can uphold its premium status without risking detachment from its target audience.

CHAPTER 3. COMPETITIVE & FUNNEL PERFORMANCE

MARKET BENCHMARKS

An in-depth examination of funnel performance using Meta Ads Library data and internal campaign tracking (PerlaHelsa Internal Marketing Report), with a particular emphasis on the Top of Funnel (TOF) stages—those critical early touchpoints where potential customers first encounter a brand—reveals that Perla Helsa surpasses the market average by more than double, outperforming the majority of competitors (Meta Ads Library). These results highlight Perla Helsa’s effectiveness in generating initial awareness, captivating audiences, and capturing consumer interest.

Figure 10: Conversion Rates Data



Data from Appendix G.

Superior TOF Conversion Metrics

Perla Helsa’s TOF metrics consistently exceed market benchmarks by a significant margin (Appendix G, Fig. 10). This advantage suggests that the brand’s messaging, targeting strategies, and ad creatives align well with consumer interests, thus driving higher click-through rates and overall engagement.

Ukrainian Market Success

An illustrative case study in Ukraine demonstrates an impressive 3.21% increase in TOF conversion rates (see Table 1). Such a strong performance in a home market environment provides a robust foundation for replicating similar strategies abroad. Perla Helsa can leverage insights from this success—such as optimal influencer collaborations, local consumer preferences, and effective storytelling techniques—to optimize campaigns in other regions, including Poland.

META CAMPAIGN DATA (UA)

Table 1: Meta Performance Data - Ukraine

Category	Reach	Impressions	Clicks	CR %	Orders	CPO	Av. bill
TOF	483 157	1 084 529	7 037	3.17%	223	“\$ 21”	“\$ 52”
MOF	2 720 939	6 977 306	46 095	3.37%	1 653	“\$ 18”	“\$ 51”
ADV	3 217 832	6 912 487	48 975	3.05%	1 496	“\$ 20”	“\$ 48”

META CAMPAIGN DATA (PL)

Table 2: Meta Performance Data - Poland

Category	Reach	Impressions	Clicks	CR %	Orders	CPO	Av. bill
TOF	55 249	177 276	1 004	2.39%	24	“\$ 31”	“\$ 48”
MOF	15 597	85 172	600	0.83%	5	“\$ 118”	“\$ 53”
ADV	240 813	558 108	3 771	0.74%	28	“\$ 132”	“\$ 50”

A recent analysis of Meta campaigns (Meta Ads Library) for both Ukraine and Poland provides insights into how Perla Helsa’s advertising efforts perform across different stages of the buyer’s journey. Campaigns were organized by funnel type—including TOF (Top of Funnel) and MOF (Middle of Funnel)—and by ADV, which denotes Advantage+ campaigns rather than a traditional funnel stage.

TOF (Top of Funnel) refers to cold leads who are aware of the product category and have pain points addressed by the product, but have not yet interacted meaningfully with the brand.

MOF (Middle of Funnel) includes individuals who have shown a degree of engagement—such as website visits or content interactions—but did not complete a purchase.

ADV (Advantage+ Campaigns) represent an automated campaign type designed to streamline setup and management by reducing the need for frequent adjustments. While not a distinct funnel layer, Advantage+ campaigns can encompass various stages of the funnel.

PERFORMANCE HIGHLIGHTS

In Ukraine, each segment of the funnel demonstrates above-average effectiveness, translating to acceptable or even favorable cost per order (CPO) metrics. Perla Helsa enjoys established brand awareness, local consumer trust, and a track record of successful influencer partnerships—factors that reduce friction at later funnel stages (MOF).

In Poland, top-of-funnel (TOF) campaigns show promising conversion rates with a CPO that is only marginally above target and could be further optimized through audience refinement or creative enhancements (see Table 2). However, CPO levels for MOF and other campaigns exceed \$ 100, which is unacceptably high and suggests that potential customers who are aware of the brand remain hesitant to complete a purchase. Poland is still a nascent market for Perla Helsa, and consumer familiarity is lower. Building trust, social proof, and brand credibility often requires consistent long-term engagement, partnerships with local influencers, and possibly localized messaging.

TRUST & CONVERSION BARRIERS

Simply replicating Ukraine’s successful tactics in Poland may not achieve similar results, as local market dynamics, consumer behaviors, and brand awareness differ significantly. Ad creatives, messaging angles, and influencer partnerships must be tailored to the Polish market to bridge the trust gap.

Given Poland’s strong TOF conversions and cost-effectiveness, investing a larger share of the budget in these initial stages may yield better returns and seed the market with brand recognition. Campaigns beyond TOF—especially those with a CPO exceeding \$ 100—should be paused or have their spending significantly reduced until refined strategies can address trust barriers and improve conversion.

Partnerships with trusted Polish health experts, collaborations with micro-influencers, transparent product sourcing stories, and customer testimonials can enhance brand credibility. Focusing on providing value and education during the TOF and MOF stages can help nurture prospective customers who are unfamiliar with Perla Helsa, eventually leading to stronger bottom-of-funnel results.

CHAPTER 4. STRATEGIC RECOMMENDATIONS

A primary recommendation is to concentrate on top-of-funnel (TOF) performance by using cold sales through Meta ads. Simultaneously, Perla Helsa should establish a local team capable of collaborating with influencers to enhance both consumer trust and profitability.

FOCUSED SKU STRATEGY

Instead of dispersing resources across multiple products, the company would benefit from narrowing its efforts to two high-performing supplements. This focused approach encourages clearer messaging and more streamlined logistics, ultimately maximizing the impact of marketing resources.

INFLUENCER & TOF PRIORITIES

Drawing on insights from past campaigns in Ukraine, Perla Helsa should adapt the most successful ad creatives for the Polish market but also develop new versions tailored specifically to local tastes and cultural nuances. Success hinges on understanding the targeted 18–35 demographic, ensuring ad content resonates with consumer preferences. Trust-building elements such as official certifications, robust social media presence, user-generated content, and a seamless website user experience will further strengthen credibility in a market where brand familiarity is still growing.

To reduce cost per order (CPO) and begin launching mid-funnel (MOF) campaigns, Perla Helsa must first engage the Polish audience by establishing trust and ensuring wider visibility. Influencer marketing—especially involving micro and nano bloggers—can be crucial here, supported by well-placed collaborations with YouTube creators as well as doctors and nutritionists to lend professional credibility. Organic social media management, particularly on Instagram, remains essential for maintaining brand relevance and stimulating word-of-mouth growth. While producing Reels can be challenging, they hold considerable potential for broadening brand awareness among new consumers.

Realizing these goals in Poland requires time, local expertise, and financial commitment. A dedicated team on the ground is necessary to cultivate relationships with influencers, oversee ongoing ad campaigns, coordinate certifications, and manage website improvements. By concen-

trating on these key recommendations, Perla Helsa can build the necessary foundation for scalable, profitable operations in Poland.

CHAPTER 5. IMPLEMENTATION ROADMAP

Launching in Poland requires a phased approach that blends quick market entry with overall process control.

WEEKS 1-4 — GROUNDWORK

- Create a Polish Performance Marketing team core team in Warsaw as well as other key members.
- File product notifications with the Polish Chief Sanitary Inspectorate (GIS) and secure EU on-pack claims compliance.
- Contract a third-party warehouse within central Poland for next-day shipping and COD handling.

MONTHS 2-4 — SEEDING

- Launch a concentrated Meta ads burst (€ 45k media spend across multiple ad creatives) aimed at women 18-35, with the two top SKUs (marine collagen, biotin-enhanced capsules)
- Google Search and YouTube bumper ads (€ 12k) focused on intent keywords.
- Seed 50 micro-influencers (5-20k followers) for unedited stories and short-form reviews.

MONTHS 5-9 — TRUST BUILD

- Introduce a doctor-endorsed webinar series streamed on Instagram Live.
- Roll out a tiered referral/loyalty program (“Perla Plus”) offering points for UGC, repeat purchases and friend invitations.
- Begin A/B testing subscription checkout (30- or 60-day auto-ship) while maintaining COD flexibility + monitor churn monthly.

MONTHS 10-18 — SCALING

- Re-allocate up to 70 % of total spend to best-performing creative concepts.
- Launch Polish-language blog hub with weekly SEO articles and ingredient myth-busting to lift organic traffic.
- Negotiate volume discounts with contract manufacturer once rolling 6-month demand exceeds 50k units, which could trim COGS by 8-10%.

- Expand influencer tier to include 3-4 mid-tier creators (100-300k followers) for seasonal product pushes.
- Quarterly KPI review cadence: CPO, repeat-purchase rate, and subscription uptake feed back into media mix and pricing strategy.

CHAPTER 6. ECONOMIC JUSTIFICATION

The revenue side assumes a blended average selling price (ASP) of €34 after launch promotions. Against that, a 30-day liquid-collagen bottle now carries an ex-factory cost of roughly €15 and a unit of biotin about €9. Adding packaging, duty, inbound freight and the fulfilment variable (about €1.75 per unit) pushes all-in COGS to roughly €16.8 for collagen and €10.8 for biotin. With the two SKUs shipping in equal volume, the weighted-average cost of goods comes to just under €14, leaving a per-unit contribution of about €20 before marketing. (see Table 3).

UNIT ECONOMICS

Table 3: Unit Economics Poland

Parameter	Collagen	Biotin	Weighted (50:50)
Ex-factory cost	\$ 15	\$ 9	—
Packaging + import duties	\$ 1.8	\$ 1.8	—
Landed COGS	\$ 16.8	\$ 10.8	\$ 13.9
Average selling price (ASP)	\$ 45	\$ 22	\$ 34
Gross contribution (pre-marketing)	\$ 28.2	\$ 11.2	\$ 20.1

Volume assumptions are unchanged. Year 1 still targets 55,000 first-time buyers. With each customer purchasing an average 2.1 units—an AOV of roughly €71—that produces around 115,000 new-buyer units. A 26 % repeat-purchase rate from month four onward lifts total annual volume to about 140,000 units. Net revenue at that volume remains €4.76 million, while direct COGS rise to roughly €1.96 million. After the € 564,000 full-year operating spend, EBITDA lands near €2.24 million, yielding a healthy 47 % margin for a first-year foreign launch (see Table 4).

Cash break-even now arrives once roughly 2,400 units sell in a month, a point still forecast for Month 4, assuming a steady-state CPO of €24. The initial € 142,000 outlay is recouped in Month 7, when cumulative EBITDA first overtakes the capital deployed. A 20 % Meta CPM spike, lifting CPO to €29, delays break-even by about one month; Year-1 EBITDA still holds above €1.8 million. If influencer traction boosts organic traffic by 30 %, paid spend can be throttled back while meeting

volume targets, nudging EBITDA toward €2.6 million. Even with a repeat rate dip to 22 %, Year-1 profit stays above 40 % of revenue.

Year-2 modelling assumes an eight-per-cent reduction in landed cost from scale efficiencies and a fall in CPO to €19 as brand familiarity grows. That lifts gross margin to about 61 % and supports roughly €4 million EBITDA on €6.5 million revenue, giving Perla Helsa the cash to finance expansion into neighbouring EU markets without external funding. In IRR terms, the Polish project still clears 200 % within 24 months, validating the focus on two top products rather than a broad early-stage catalogue.

P&L PROJECTION

Table 4: P&L Projection – Base, Downside, Upside

Metric	Year 1 – Base	Year 1 – Downside	Year 1 – Upside	Year 2 – Base
First-time buyers	55 000	55 000	55 000	70 000
Avg. units / buyer	2.1	2.1	2.1	2.3
Repeat-purchase rate	26%	22%	30%	32%
Total units sold	140 000	132 000	150 000	196 000
Net revenue	€ 4 760 000	€ 4 500 000	€ 4 900 000	€ 6 500 000
Direct COGS	–€ 1 960 000	–€ 1 870 000	–€ 2 020 000	–€ 2 530 000
Gross profit	€ 2 800 000	€ 2 630 000	€ 2 880 000	€ 3 970 000
Paid media spend	–€ 1 320 000	–€ 1 590 000	–€ 990 000	–€ 1 330 000
Fixed OPEX	–€ 560 000	–€ 560 000	–€ 560 000	–€ 620 000
EBITDA	€ 2 240 000	€ 1 840 000	€ 2 600 000	€ 4 000 000
Operating cash break-even	Month 4	Month 5	Month 4	—
Capex payback	Month 7	Month 8	Month 6	—
24-mo IRR (project)	> 200 %	—	—	—

CONCLUSION

In summary, market research and performance metrics indicate that focusing on top-of-funnel strategies, local influencer collaborations, and two primary products can significantly improve Perla Helsa's penetration into the Polish beauty supplement market. Enhanced consumer trust—fostered by certifications, a robust digital presence, and user-generated content—remains a vital component of converting new customers.

The recommended approach balances swift action on high-impact marketing tactics with a systematic plan for managing change, tracking investments, and mitigating risks. By dedicating time, capital, and local expertise to these efforts, Perla Helsa stands to replicate the successes achieved in Ukraine and establish itself as a respected player in Poland. Over the longer term, this foundation can support further expansion, allowing the company to tap into broader markets across the European Union.

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APPENDIX A

Most popular supplements by type in Poland & Ukraine

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=41770034#gid=41770034

APPENDIX B

Market Advertisement Data (AD Clarity)

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=404664377#gid=404664377

APPENDIX C

Poland Market Traffic Size (SEMRUSH)

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=2030514500#gid=2030514500

APPENDIX D

Sources of Media Consumption and Information for Beauty Supplements

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=1361411424#gid=1361411424

APPENDIX E

Demographic of Perla Helsa and Poland Market

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=1544380856#gid=1544380856

APPENDIX F

Poland Product Data

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=645503844#gid=645503844

APPENDIX G

Conversion Rates Data

Available at: https://docs.google.com/spreadsheets/d/13dhCFjWsGXbq9fKhD3VIHYXHURanhZVlfQzz_dZiKf8/edit?gid=89478943#gid=89478943