

TEKX04-21-24

Oatly's business strategies when expanding to China

Problem: In 2018 the Swedish company Oatly expanded its business to the Chinese market. Oatly is currently facing several challenges while developing on the new market. These challenges include e.g. demand forecasting, capacity planning, timing for expansion and altered marketing based on specific geographic position. The final problem for the thesis will be decided together with Oatly in Shanghai at the start of the project, related to the mentioned challenges.

Purpose: Explore and develop a deeper understanding for the different challenges and opportunities that Oatly is facing when expanding to the Chinese market. Sub-purposes include analyzing the opportunities and challenges of an emerging and fast-growing market, as well as facilitating for Oatly by creating grounds for potential improvement on business strategies within China e.g. regarding timing, supply chain and marketing.

Method: A case study will be executed based on Oatly's business in China. Data will be collected mainly through continuous communication with David Zhang, CEO of Oatly China, who will also connect us with key people at the Oatly Shanghai office. Qualitative interviews will be the main source of information regarding Oatly's strategies, and will be combined with public data as well as relevant theories.

Members:

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Note: The report will be written in English