PROYECTO DE GRADO

PLAN DE INTERNACIONALIZACIÓN PARA EL PRODUCTO VITAL GUMMIES

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INTRODUCTION

In the context of today's global economy, characterized by high competitiveness and constant transformation, international expansion has become an essential strategy for companies seeking to ensure their long-term growth, sustainability, and positioning. In this scenario, VitaSnacks, a Colombian company dedicated to the production of healthy and innovative snacks, has identified a strategic opportunity to enter new international markets with its gummies, specially formulated for people with type 1 and type 2 diabetes.

The company's value proposition is based on offering a delicious, safe, and functional alternative that meets the needs of a historically underserved consumer segment: those who require sugar-controlled food options without sacrificing taste or quality.

The purpose of this document is to design an internationalization plan for VitaSnacks that will enable it to establish the best strategy for entering a foreign market. To this end, a comparative analysis of three potential countries will be carried out in order to identify the one that offers the most favorable conditions in terms of demand for diet products, prevalence of diabetes, consumer behavior, and import regulations.

Based on the results obtained, a comprehensive strategy for entering the selected market will be formulated, addressing key aspects such as product adaptation, the marketing plan, and the logistical and cultural management of the process. In this way, VitaSnacks not only seeks to strengthen its presence in the international arena, but also to contribute to improving the quality of life of people with diabetes, reaffirming its commitment to innovation, health, and well-being.

JUSTIFICATION

The export process for Vital Gummies, developed by Colombian company VitaSnacks, represents a fundamental strategic decision aimed at strengthening and expanding the organization in the global market. This initiative responds both to international trends in healthy consumption and to the growing need for functional food products designed for people with type 1 and type 2 diabetes, a segment that is constantly growing and has high demand potential.

According to the International Diabetes Federation (IDF), in its Diabetes Atlas, 11th edition (2025), it is estimated that around 589 million adults between the ages of 20 and 79 live with diabetes worldwide, a figure that could rise to 853 million by 2050. (International Diabetes Federation, 2025). This scenario highlights the existence of a significant market opportunity for products that, in addition to meeting the specific nutritional requirements of this population, provide added value in terms of taste, quality, and innovation. In this regard, Vital Gummies offer a healthy and attractive alternative to conventional sweets, thanks to

their no-added-sugar formulation, the use of natural ingredients, and their distinctive good flavor, which sets them apart in the functional snack segment.

The internationalization of the product not only allows VitaSnacks to take advantage of growing global demand, but also to diversify its markets, reducing its dependence on the Colombian economic environment and mitigating the risks associated with local fluctuations or changes in national regulations. By entering new markets, the company strengthens its competitive position, increases its adaptability, and promotes long-term sustainable growth.

Consequently, the export of Vital Gummies is justified as a strategic action that combines economic viability, social relevance, and innovation potential, contributing both to the business development of VitaSnacks and to improving the quality of life of people with diabetes through access to healthy and safe food products.

IDENTIFICATION OF THE PROBLEM

In recent years, the prevalence of diabetes has increased significantly worldwide, becoming one of the main public health challenges. According to the World Health Organization (WHO), more than 422 million people worldwide will have diabetes by 2024, a figure that continues to rise, highlighting the severity and progressive spread of this disease. This increase has generated greater demand for specialized foods that allow people with this condition to maintain a balanced diet without giving up the enjoyment of sweet products. Growing awareness of the negative effects of excessive sugar consumption and its direct link to chronic diseases has prompted both consumers and health organizations to seek healthier and more functional alternatives within the food market.

However, one of the main challenges facing the sector is that products traditionally associated with pleasure and indulgence—such as gummy candies and other sweets—continue to be perceived as unhealthy foods due to their high sugar content and their contribution to problems such as obesity, diabetes, and dental disorders. In addition, diabetic products available on the market, while seeking to meet specific nutritional criteria, often have limitations in taste, texture, and variety, which reduces their acceptance among consumers.

In addition, rigorous health regulations established by agencies such as the FDA (Food and Drug Administration) in the United States and their equivalents in other countries require compliance with strict standards for formulation, production, and labeling, which makes it difficult for new products to enter international markets. These regulations, together with the complexity of dietary management faced by people with diabetes—who must balance their intake of insulin, carbohydrates, and essential nutrients—reinforce the need for safe, nutritious, and palatable food options.

In this context, VitaSnacks, through its Vital Gummies product, seeks to respond to this unmet need by offering a healthy snack with no added sugar, made with natural ingredients and good flavors that satisfy the cravings of diabetic consumers without compromising their well-being. However, before internationalization, it is essential to identify market barriers and opportunities, understanding consumer preferences, regulations in each country, and the logistical and commercial challenges associated with the export process.

Thus, the central problem that arises is the limited availability of functional sweet products that combine taste, nutritional safety, and regulatory compliance, and how VitaSnacks, through the export of Vital Gummies, can position itself as an effective solution to this gap in the international market.

COMPANY PRESENTATION

Company Presentation: VitaSnacks

This document academic presents a business plan aimed at creating a company dedicated to the production and marketing of nutritional supplements in the form of practical gummies for daily well-being

About us
VitaSnacks is a Colombian company dedicated to producing healthy and innovative foods, committed to improving consumers' quality of life through products that combine flavor, nutrition, and well-being.

Our flagship product, Vital Gummies, are gummies made with natural ingredients and no added sugar, specially formulated for people with type 1 and 2 diabetes or those looking for healthier options without sacrificing the pleasure of eating.

At VitaSnacks, we work under three principles: innovation, health, and social responsibility. We project ourselves as a brand with an international vision, focused on offering safe, functional, and sustainable food alternatives that reflect Colombian quality and talent in global markets.

Our proposal

The proposal is based on the growing prevalence of diabetes worldwide and the sustained demand for functional foods that contribute to consumer well-being. In this regard, the internationalization of Vital Gummies seeks to take advantage of opportunities in markets with high consumption potential, diversify risks, and consolidate VitaSnacks' position as an innovative, competitive, and socially responsible company.

VISION

By 2030, VitaSnacks aims to establish itself as a leading company in the international healthy snacks market, recognized for its innovation, quality, and commitment to health and sustainability.

MISSION

VitaSnacks is dedicated to producing healthy and innovative foods that promote well-being

and a balanced diet. Through Vital Gummies, the company seeks to offer a safe and functional alternative for people with type 1 and type 2 diabetes, contributing to improving their quality of life.

Corporate Values

- Innovation: We promote research and constant development of healthy products that respond to market needs and improve consumers' quality of life.
- Quality: We guarantee high standards at every stage of the production process, prioritizing natural ingredients and responsible practices.
- Social responsibility: We contribute to people's well-being through products that promote healthy and inclusive eating habits.
- Sustainability: We implement practices that minimize environmental impact and promote the responsible use of natural resources.
- Commitment: We work with dedication and ethics to fulfill our mission, strengthening the trust of our consumers and partners.

PRODUCT IDENTIFICATION

Product Type: The product is natural gummies and is classified under tariff heading 1704.90.90.

Vital Gummies is a product developed by the Colombian company VitaSnacks, which specializes in functional foods geared toward wellness. These gummies contain no added sugar, are made with natural ingredients and have a good flavor. They are designed for people with type 1 and type 2 diabetes and for consumers looking for healthy options.

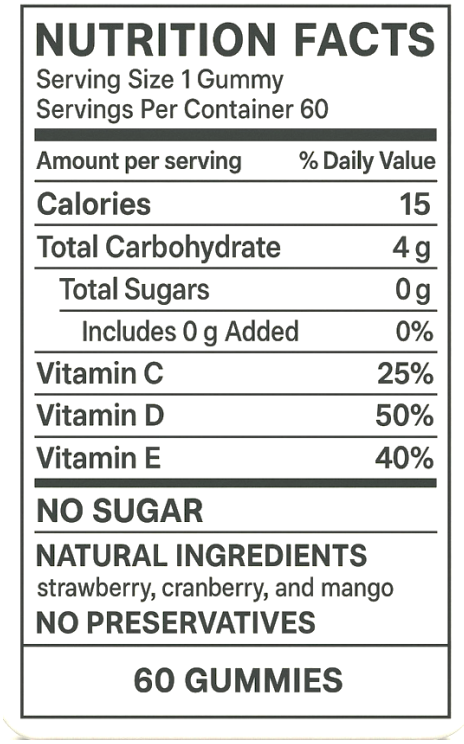
Its formulation prioritizes glycemic control, low calorie content, and a pleasant sensory experience, making it a nutritious alternative to traditional sweets. In addition, its practical presentation and compliance with current health regulations reinforce its positioning as a healthy, innovative, and accessible product, in line with VitaSnacks' mission to promote balanced and responsible eating.

KEY FEATURES

1. Healthy formulation: Made without added sugar, using natural sweeteners that allow for proper glycemic index control, ideal for people with type 1 and type 2 diabetes.
2. Natural ingredients: They incorporate natural extracts and flavors, free of artificial colors and preservatives, ensuring a purer and more nutritious product.

3. Low calorie content: Designed to contribute to maintaining a balanced diet, without compromising flavor or texture.
4. Sensory appeal: They have a smooth texture, pleasant taste, and colorful appearance, which enhances the consumer experience and encourages adherence to healthy eating habits.
5. Functional packaging: Practical, safe, and hygienic packaging that complies with the labeling and preservation regulations required for specialized food products.
6. Inclusive approach: Aimed at consumers with dietary restrictions and people looking for healthy alternatives, promoting well-being and the prevention of metabolic diseases.

Below is an image of the nutritional table.



Source: own elaboration.

As for the presentation of the product, it comes this package contains 60 gumm, which are available in three delicious flavors:

- Strawberries: They have a low glycemic index, release glucose slowly, preventing blood sugar spikes, and are rich in antioxidants such as anthocyanins, quercetin, and vitamin C, which help reduce inflammation and oxidative stress, factors associated with insulin resistance.
- Cranberries: They contain powerful antioxidants that protect the B cells in the pancreas, which are responsible for producing insulin. They also have anti-

inflammatory effects that help prevent cardiovascular complications common in people with diabetes, and they have a low glycemic index and low-calorie content.

- Mango: Rich in fiber and polyphenols that help reduce postprandial blood sugar levels, magiferin acts as an antioxidant, improving glucose capacity and liver function, and can improve metabolic regulation and the overall well-being of diabetic patients.

Source: own elaboration.

OPPORTUNITY FOR INTERNATIONALIZATION

The internationalization of Vital Gummies represents a strategic opportunity to position VitaSnacks in the global functional foods market, which is experiencing sustained growth driven by growing concern for health and well-being. The increase in the prevalence of diabetes and other metabolic diseases has generated significant demand for healthy, low-sugar food products made with natural ingredients.

This context offers a favorable scenario for the expansion of Vital Gummies, a product that combines innovation, functionality, and flavor, differentiating itself from the competition by its specific formulation for people with diabetes. In addition, diversification into international markets would reduce dependence on the domestic market, strengthen the company's competitiveness, and take advantage of trade agreements that facilitate access to new destinations.

Together, these conditions present a solid opportunity for growth and international positioning, aligned with global trends in responsible consumption and healthy nutrition.

COMPANY CONTEXT AND OPPORTUNITIES FOR THE PRODUCT IN GLOBAL MARKETS

The current international context offers a highly favorable environment for the expansion of healthy and functional food products, especially those aimed at population segments with specific nutritional needs, such as people with diabetes. According to the International Diabetes Federation (IDF), in its Diabetes Atlas, 11th edition (2025), it is estimated that around 589 million adults between the ages of 20 and 79 live with diabetes worldwide, a figure that could rise to 853 million by 2050. . This epidemiological trend highlights the sustained expansion of a global market that demands foods formulated to contribute to glycemic control and the prevention of metabolic diseases.(International Diabetes Federation , 2025)

Within this context, the functional and dietetic food market has experienced significant growth over the last decade. Reports from HTF Market Intelligence (2025) project that the functional confectionery segment will achieve a compound annual growth rate (CAGR) of 6.3% between 2025 and 2033, with the sugar-free sub-segment standing out as the most dynamic. . This expansion is driven by consumer preference for products that offer health benefits without sacrificing sensory experience, making sugar-free gummies a category with high growth potential.(HTF MARKET REPORT , 2025)

At the same time, the transformation of eating habits worldwide reflects greater awareness of the impact of sugar consumption on health. The trend toward products with clean labels, without artificial additives and with natural ingredients, has become one of the main factors influencing purchasing decisions in the contemporary food market. A recent study shows that claims such as "sugar-free" and "natural" significantly influence consumers' purchasing intentions, although it warns of the importance of balancing health perceptions with taste to ensure product acceptance. .(Cornell University , 2023)

In this context, the internationalization of products such as VitaSnacks' Vital Gummies is part of a scenario characterized by growing demand for functional foods, the strengthening of the wellness economy, and the consolidation of public policies that promote healthy eating. In addition, the Colombian trade framework provides favorable conditions for entry into international markets through free trade agreements with strategic regions such as North America, the European Union, and Pacific Rim countries, which facilitate access to new destinations and reduce tariff barriers for value-added agro-industrial products.

These structural conditions, supported by global market trends and consumers' growing focus on healthy lifestyles, create an environment conducive to the international expansion of innovative, sustainable, and nutritionally functional products such as Vital Gummies.

KEY MARKET PLAYERS

The healthy and medically recommended snack industry is mainly led by well-established companies, including: Albanase Candy, Perffeti Van Melle, Ferrara Candy Company among others that are found in the table. That have consolidated their position in the market by offering high-quality products, natural ingredients and backed by certifications.

Top Exporters of Healthy Snacks in the World	Country of Origin	Features
HARIBO GmbH & Co. KG	Germany	• Glucose syrup; sugar, dextrose. • Gelatin • Citric acid, malic acid Risk: High simple sugar content
Albanese Candy	USED	• Corn syrup, sugar, dextrose • Artificial colors and flavors • Very smooth and palatable texture Risk: Large bag and multiple flavors
Ferrara Candy Company	USED	• Sugar, glucose syrup, modified starch • Organic versions • Gummy candies Risk: Organic marketing can give a false sense of health
Perfetti Van Melle	Netherlands	• Sugar, glucose syrup • Pectin/starch • Intense flavors Risk: High intake of simple sugars
Pim Brands Inc	USED	• Added sugars, corn syrup, concentrated juices • Vitamins (A, C, E) Risk: Nutritionally, they are sweets with a high sugar content.

Source: own elaboration.

MARKET PRE-SELECTION

Based on all the information researched and analyzed, it was determined that the countries to be chosen for the possible internationalization of our gummies will be the North American country and world power, the United States (USA), and the countries of China, another world power, as well as India, a country in the Asia-Pacific region, since these countries have a significant increase in diabetes in their populations and our product covers two markets that are experiencing growth in consumption and innovation in these countries and solve problems while revealing an opportunity for internationalization in the export strategy, which will be based on identifying key markets and adapting the product to local needs, such as:

- Analysis of the gummy candy market in the US: The US gummy candy market captured the largest share of revenue in 2024 in North America, driven by the growing popularity of vitamin-enriched functional gummies. Consumers show a strong preference for sweets that combine satisfaction with health benefits, which has driven their adoption among both children and adults. Seasonal launches, brand-led marketing campaigns, and e-commerce penetration further drive sales. The presence of global gummy leaders and continuous product innovation ensure that the US remains the largest and most dynamic market in the region.

- Asia-Pacific Gummy Market Analysis: The Asia-Pacific gummy market is expected to grow at the fastest compound annual growth rate (CAGR) during the forecast period from 2025 to 2032, driven by rising disposable income, rapid urbanization, and the growing Westernization of snacking habits in countries such as China and India. The region's young population, coupled with strong demand for affordable and innovative snacks, is significantly driving gummy consumption. Manufacturers are increasingly focusing on the APAC region with local flavors and affordable packaging, thereby expanding their consumer base.

- Analysis of the Chinese gummy market: The Chinese gummy market accounted for the largest market share in terms of revenue in Asia-Pacific in 2024, thanks to its large consumer base, growing middle class, and strong interest in novelty snacks. Chinese consumers are rapidly embracing both traditional fruit gummies and functional gummies with health benefits. The push toward premium and imported candy, coupled with the expansion of online retail and strong domestic production, is driving the growth of the gummy market in China.

PESTEL ANALYSIS

PESTEL analysis allows for the evaluation of external factors that influence product internationalization and determines viability in the target market.

This model considers six key variables: Political, Economic, Social, Technological, Environmental, and Legal, which facilitate understanding of the environment in which one seeks to operate, offering a comprehensive view of opportunities and challenges.

This strategic tool provides a solid basis for decision-making in the expansion process. When applied to potential markets, it positions the United States as the most optimal option.

POLITICAL	Stable political environment with an open trade framework, backed by the Free Trade Agreement (FTA) that facilitates the export and operation of new products.
ECONOMIC	Highly developed and solid economy, characterized by its high per capita level, making it an attractive market with great consumption capacity that drives demand for products in the health sector. SOCIAL Consumers receptive to functional products that promote health and overall well-being, such as vitamin gummies, which are widely accepted for their practicality.
SOCIAL	Consumers receptive to functional products that promote health and overall well-being, such as vitamin gummies, which are widely accepted for their practicality.
TECHNOLOGICAL	Notable for its high level of technological innovation, efficient digital infrastructure, and e-commerce channels that allow for easy nationwide marketing of the product.
ECOLOGICAL	Preference for sustainable products made with natural ingredients and eco-friendly packaging that contribute to reducing environmental impact.
LEGAL	A regulatory framework established and supervised by the U.S. Food and Drug Administration (FDA) that guarantees transparency and quality for consumers. Legal certainty for companies.

Source: own elaboration.

Integrating the pillars of PESTEL analysis, the United States represents the most favorable and competitive environment for the internationalization process of Vital Gummies, which is supported by these factors as a whole.

METHODOLOGY

This research was conducted using a mixed-method approach, with a descriptive and comparative design, aimed at examining the macroeconomic, political, social, technological, ecological, and legal factors that influence the determination of international markets for the expansion of VitaSnacks, specifically in its Vital Gummies product line. This methodological approach allowed us to combine quantitative information obtained from economic and commercial indicators with a qualitative analysis of the sociocultural and regulatory conditions of each country. As a result, it was possible to achieve a broader and more accurate comparison of the external context, indicating the variables that significantly affect the company's internationalization process.

- Information gathering and selection

To ensure data reliability, information was collected from official, academic, and statistical sources. The main sources used include the World Bank, the International Monetary Fund (IMF), the World Trade Organization, and specialized databases such as TradeMaps and Market Access Map.

Competitiveness and development indicators such as the Logistics Performance Index (LPI), the Ease of Doing Business Report, and the Intellectual Property Protection Law Score were also considered. These indicators made it possible to characterize the environment of the United States, China, and India, selected for their commercial relevance and their share of imports under tariff code 1704.90.90, which groups together products based on gum or gelatin, the category in which Vital Gummies is found.

- Construction of the PESTEL matrix

Based on the information gathered, a PESTEL Matrix was developed for market preselection, integrating variables representative of the six components of the external environment.

In the political and legal sphere, factors such as tariffs, non-tariff barriers, preferential trade agreements, intellectual property protection, data protection legislation, and regulatory stability were considered. In the economic component, indicators such as gross domestic product (GDP) per capita adjusted for purchasing power parity (PPP), inflation, unemployment rates, consumer spending, import growth, and access to financing were included. In terms of the sociocultural environment, the cultural distance from Colombia, the predominant language, levels of individualism, achievement orientation, and the size of the potential market were analyzed. The technological component considered the level of logistics and digital infrastructure, the degree of internet penetration, and the product's adaptability to the market. Finally, the ecological factor included the existence of environmental or regulatory restrictions related to the import and marketing of food products made with natural ingredients.

Each of these variables was evaluated in the countries analyzed using a rating scale from one to five, where one indicates unfavorable conditions and five indicates highly favorable conditions.

- Comparative analysis and weighting of results

Once the matrix was constructed, a comparative analysis was carried out between the selected countries. The total weighted score obtained for each nation made it possible to determine its relative level of attractiveness for brand internationalization.

This quantitative process was complemented by a qualitative analysis of the context, aimed at interpreting the results in terms of the opportunities and limitations identified in each national environment. In this way, it was possible to identify not only the market with the greatest competitive advantages, but also the risk factors and critical variables that could influence the entry strategy.

- Strategic interpretation and application of results

The results derived from the PESTEL matrix were used as the basis for formulating the internationalization strategy. This analysis made it possible to establish objective criteria for selecting the target market, defining the most appropriate mode of entry, and adapting the product and communication to the cultural, economic, and regulatory characteristics of each country.

RESULTS

The image of the matrix obtained from the calculations performed in the study is presented.

PRESELECTION MARKET MATRIX												
COMPANY	VITASNACKS			TARIFF CLASSIFICATION	1704.90.90			DATE 25th October 2025				
BRAND NAME	VITAL GUMMIES			DESCRIPTION OF THE PRODUCT	Vital Gummies is a nutritional product in the form of sugar-free gummies, made with							
VARIABLE	USA	P	C	R	CHINA	P	C	R	INDIA	P	C	R
Imports in USD (total import global)	3.359.310.385.000	4%	5	0,2	2.587.295.232	4%	5	0,2	702.773.476.000	4%	5	0,2
Import growth % from GLOBAL (last 10 years)	-4,90%	4%	4	0,16	-5,00%	4%	4	0,16	-3%	4%	2	0,08
Main Global Supplier (% concentration of imports)	5 countries 48%	4%	4	0,144	8 countries 47,4%	4%	4,8	0,192	6 countries 47.7%	4%	3,5	0,14
Colombian Exports USD to selected country (total)	18.433.589.000	4%	5	0,2	6.261.281.000	4%	3	0,12	3.107.377.000	4%	2	0,08
country (total)	0,5%	4%	4	0,16	0.2%	4%	3	0,12	0,4%	4%	3,5	0,14
Growth of Colombian exports % to selected country	13%	4%	4	0,176	9%	4%	3,4	0,136	23%	4%	5	0,2
Culture 1: Power Distance	COL 67 VS USA 40	2%	4	0,08	COL 67 VS CHIN 68	2%	5	0,1	COL 67 VS IND 77	2%	4	0,08
Culture 2: Individualism	COL 29 VS USA 60	2%	4	0,08	COL 29 VS CHIN 50	2%	3,9	0,078	COL 29 VS IND 24	2%	5	0,1
Culture 3: Achievement and Success	COL 64 VS USA 62	2%	5	0,1	COL 64 VS CHIN 57	2%	5	0,1	COL 64 VS IND 56	2%	4	0,08
Culture 4: Uncertainty Avoidance	COL 80 VS USA 46	2%	4	0,08	COL 80 VS CHIN 29	2%	1	0,02	COL 80 VS IND 40	2%	2	0,04
Culture 5: Long Term orientation	COL 6 VS USA 50	2%	3	0,06	COL 6 VS CHIN 93	2%	0	0	COL 6 VS IND 51	2%	0,5	0,01
Culture 6: Indulgence	COL 83 VS USA 68	2%	5	0,1	COL 83 VS CHIN 17	2%	1	0,02	COL 83 VS IND 26	2%	1	0,02
Language proximity	SPANISH VS ENGLISH 59,3 %	2%	4	0,084	SPANISH VS MANDARIN 88,6%	2%	3	0,06	SPANISH VS HINDI 57,6%	2%	3	0,06
Logistic Profile (LPI Index)	3,8	3%	4	0,12	3.7	3%	3,8	0,114	3,4	3%	3	0,09
Transport Infrastructure (quality of ports)	3,9	3%	4	0,12	4	3%	4,2	0,126	3,2	3%	3,5	0,105
Report)	3,8	3%	4	0,12	3,7	3%	3,8	0,114	3,6	3%	3,5	0,105
Tariffs to selected product	10,40%	3%	3	0,09	10%	3%	3	0,09	30%	3%	3	0,09
Preferential Tariff	100%	4%	5	0,2	0%	4%	0	0	0%	4%	0	0
Non-Tariff Restrictions (evaluation of quantity and types)	44 RESTRICTIONS	3%	4	0,12	92 RESTRICTIONS	3%	0	0	43 RESTRICTIONS	3%	4	0,12
Average time to clear imports in selected country	4 DAYS	3%	5	0,15	9 DAYS	3%	3	0,09	18 DAYS	3%	0,5	0,015
Intelectual Property Protection	95,4	3%	5	0,15	46,7	3%	3	0,09	51,1	3%	2	0,06
Tax framework (VAT or others) (Doing Business Report)	86.8 (16%)	3%	4	0,12	70.1 (16%)	3%	3	0,09	67.6 (12%)	3%	2,5	0,075
business, Contract Enforcement, etc)	81	3%	4	0,12	36,9	3%	2,5	0,075	71,6	3%	3,5	0,105
Data Protection Laws		3%	4	0,12		3%	4,5	0,135		3%	0	0
Access to Financing in selected market	95	2%	4	0,08	60	2%	2,5	0,05	80	2%	3,5	0,07
Political Risks (expropiation, political violence, etc)	88	3%	5	0,15	67	3%	3,5	0,105	72	3%	4	0,12
GDP per cápita (PPA)	85.809.9	2%	3,5	0,07	27.104.9	2%	3,8	0,076	11.158.9	2%	4	0,08
Consumer spending levels (in general)	23,74%	2%	5	0,1	10,37%	2%	3	0,06	2,80%	2%	2	0,04
Unemployment rate (the lowest the better)	4,1%	2%	5	0,1	5,1%	2%	2,5	0,05	4,2%	2%	4	0,08
Inflation	2,9%	2%	4	0,08	0,2%	2%	3	0,06	5,00%	2%	2,5	0,05
Market Size (Segmentation)	38.536.4M OF PEOPLE (11.7%)	3%	4	0,126	147.981.2M OF PEOPLE (10.6%)	3%	3,8	0,114	89.826.5M OF PEOPLE	3%	3	0,09
level of competition)	178 COMPANIES: HIGH LEVEL	3%	3	0,09	100 COMPANIES: HIGH LEVEL	3%	3	0,09	60 COMPANIES: LOW	3%	0	0
Internet Access (number of users in social media platforms)	253M OF PEOPLE (73%)	3%	5	0,15	1.11B OF PEOPLE (78%)	3%	4	0,12	692M OF PEOPLE (48,7%)	3%	2,3	0,069
Digital Penetration (number of internet users)	93,10%	3%	5	0,144	79,70%	3%	3,5	0,105	56%	3%	2,8	0,084
standars that can influace the disign and features of the	3 ADAPTATIONS	3%	5	0,15	4 ADAPTATIONS	3%	4,4	0,132	6 ADAPTATIONS	3%	2	0,06
TOTAL		100%		4,29		100%		3,192		100%		2,74

Below are the results of the PESTEL analysis applied to the US, Chinese, and Indian markets, which allowed for the evaluation of macro-environmental factors that affect the viability of the international expansion of Vital Gummies. The purpose of this study was to identify which of the three markets offers the most favorable environment for entry, positioning, and expansion within the dietary supplement sector.

In the case of China, although its potential as one of the world's largest markets is recognized and its growing interest in wellness products favors the demand for supplements and nutritional products, the analysis shows that regulatory barriers and various restrictive factors, as well as a highly state-controlled legal environment, represent significant obstacles, making it difficult for new foreign brands to enter the market.

India, for its part, is emerging as a growing market accompanied by increased demand in the nutritional products sector and economic dynamism. However, the analysis shows limitations in technological infrastructure, poorly consolidated regulation of supplements,

and more limited consumption capacity compared to developed economies, which reduce the viability of introducing products aimed at the selective consumer market.

After analyzing the results of the PESTEL model applied to the United States, China, and India, it was concluded that the United States is the most suitable market for the international expansion of VitaSnacks' Vital Gummies product. This choice is mainly due to its political and economic stability and the fact that it offers a secure and predictable business environment for foreign companies.

The free trade agreement between Colombia and the United States represents a significant advantage, as it facilitates the entry of products by reducing tariffs and simplifying export processes. In addition, the US market is characterized by high purchasing power with a GDP per capita of $85,809.9 USD (23.74%) and by consumers who increasingly value natural, functional, and healthy products, which fits perfectly with the brand's value proposition, with this population segmenting at 38.536.4M (11.7%).

Culturally speaking, healthy gummy snacks are already common and well accepted, reducing the need for major product adaptations. The country's advanced technological and logistical infrastructure also has a positive influence, allowing digital and e-commerce channels to be leveraged to reach new consumers.

Together, these conditions make the United States an attractive, accessible destination that is consistent with VitaSnacks' identity, offering the ideal setting to introduce the brand and project its growth in the international market.

DESCRIPTION OF THE COMPANY'S PRODUCTION CAPACITY

Currently, VitaSnacks has a production capacity of approximately 2,500 kg (5,000 packages) per month of healthy gummies for people with diabetes, made with natural fruits and sweetened with low-calorie ingredients. This level of production is achieved thanks to a plant equipped with semi-automatic machinery, which allows for maintaining a balance between efficiency, quality, and control at each stage of the process.

Since VitaSnacks is in the process of expanding into the US market, the need to increase production capacity by 40% during the first year of exporting has been identified. This growth will allow the company to respond promptly to the anticipated demand, ensuring continuity of supply and compliance with international quality standards.

To achieve this goal, it is recommended to incorporate automated technology in cooking, molding, and packaging, as well as systems that guarantee better product preservation, especially regarding humidity and temperature control. These improvements will not only optimize production times but also strengthen the company's competitiveness and its ability to meet the requirements of the U.S. Food and Drug Administration (FDA).

Taken together, these measures will allow the company to consolidate a more efficient and sustainable operation, in line with the demands of international markets.

PRODUCT

Vital Gummies presents itself as a healthy and delicious alternative for people who want to take care of their well-being without sacrificing flavor. These gummies are made with natural fruits, no added sugars, and sweeteners suitable for people with diabetes. Their proposition focuses on offering a functional product with a clean and natural profile that resonates with the healthy and conscious lifestyle characteristic of the American consumer.

For sale in this market, a modern, practical, and eco-friendly package made with recyclable materials is proposed. The design will combine fresh and natural colors, such as greens, oranges, and soft fruit tones, conveying vitality and confidence. The labeling will include clear nutritional information and certifications that guarantee its quality, such as sugar-free, natural ingredients, and suitable for diabetics, complying with FDA regulations.

Regarding the brand's ethics, Vital Gummies is committed to responsible and sustainable production, using locally sourced fruit and processes that minimize environmental impact. It also seeks to promote values of well-being, inclusion, and transparency, building a relationship of trust with consumers. With this identity, Vital Gummies stands out not only for its flavor and quality, but also for the message it conveys: taking care of your health can be a sweet, natural and conscious experience.

DISTRIBUTION PLAN

Vital Gummies' export distribution process is structured under a maritime logistics model, guaranteeing traceability, efficiency, and controlled regulatory compliance during the product's transport from Colombia to the United States. The product will be transported from the production plant located in Bogotá to the Port of Buenaventura, where consolidation, documentation, and customs clearance will take place. From there, the merchandise will be loaded into a 20-foot FCL container destined for the Port of Miami (Florida). This operation will be coordinated by DHL Global Forwarding, the company selected as freight forwarder and customs broker at both origin and destination, in order to optimize transit times and logistics management. DHL Global Forwarding will also be responsible for document management with the Colombian National Tax and Customs Directorate (DIAN) and the issuance of the Bill of Lading (BL). Once the cargo arrives in Miami, DHL Global Forwarding USA will handle the import procedures with Customs and Border Protection (CBP) and the Food and Drug Administration (FDA), and will also be responsible for coordinating the distribution to logistics centers.

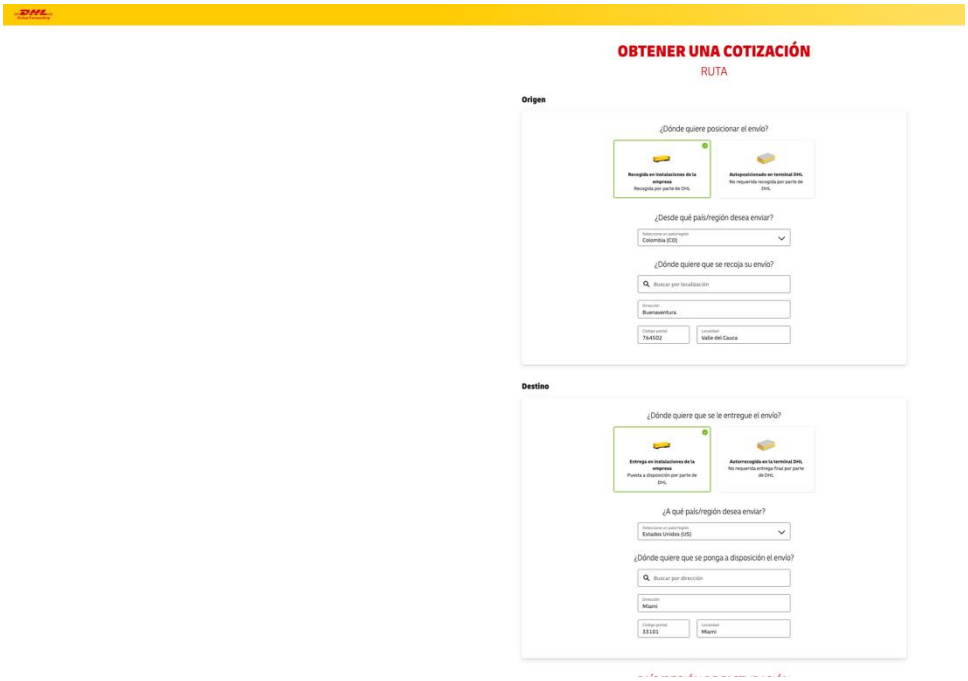
Export Logistics Cost Simulation

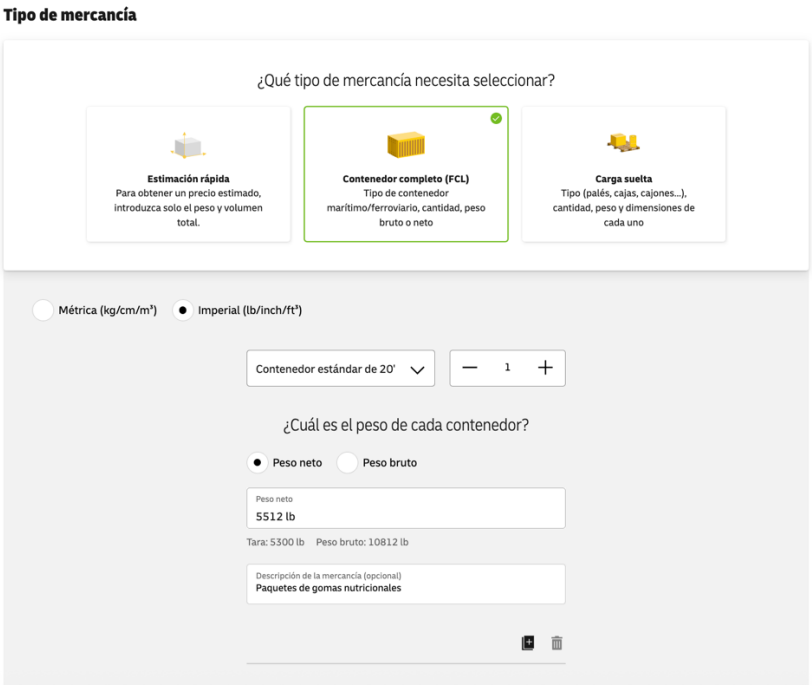
(Based on average 2025 maritime market rates, 20-foot FCL container from Buenaventura, Colombia – Miami, USA)

CONCEPT	DESCRIPTION	ESTIMATED VALUE (USD)
INTERNAL TRANSPORT COLOMBIA	From the production plant (Bogotá) to the port of Buenaventura.	$600
INTERNATIONAL OCEAN FREIGHT (DHL)	20-foot FCL container Port of Buenaventura bound for Port of Miami.	$2,200
PORT CHARGES AND DOCUMENTATION (COLOMBIA)	Handling, bill of lading (BL), insurance and port clearance.	$500
CUSTOMS AGENT COLOMBIA (DHL)	Procedures before the Directorate of National Taxes and Customs (DIAN) and document management.	$350
U.S. CUSTOMS BROKER (DHL USA)	Release before Customs and Border Protection (CBP) and management of the Food and Drug Administration U.S (FDA) registration.	$450
INTERNAL TRANSPORTATION USA	Port of Miami bound for a logistics distribution center.	$800
TOTAL, ESTIMATED		$4,900

Source: own elaboration.

The simulation of export costs was carried out through a quotation model on the DHL Global Forwarding website to obtain the estimated value.





Vital Gummies' logistics strategy, based on the Buenaventura-Miami route with DHL Globla Forwarding as operator, represents an efficient and reliable option, with the estimated cost of $4,900 USD per 20-foot container, making it competitive within the sector, with regulatory compliance and comprehensive control of the logistics chain, since this strategy allows consolidating the internationalization of the product.

PRICE

The suggested price for the commercialization of Vital Gummies in the U.S. market is based on an analysis of costs, competitive positioning and profitability. The product seeks to position itself within the segment of natural and sugar-free supplements in this market, consolidating a value proposition consistent with consumer trends and purchasing power. For this purpose, the CIF (Cost, Insurance and Freight) Incoterm is adopted, which guarantees safe and efficient delivery, with the exporter being responsible for assuming the costs of production, customs management and maritime transport from the port of origin to the port of destination, which facilitates operations by reducing logistical risks and strengthening commercial reliability for the importer.

Under this structure, the estimated price per bag (60 sugar-free gummies) would be $ 8.50 USD, this value results from a detailed analysis of direct and indirect production costs, international logistics expenses, marketing margins and competitiveness strategies in the target market. Reflecting a strategy consistent with the objectives of profitability and international positioning of Vital Gummies, guaranteeing the economic viability of its expansion in a highly competitive commercial environment such as that of the United States.

Brand/Product	Size per package	Price (USD)	Price per gummy (USD)
Vital Gummies	60 gummies	$8,50	0.12
Olly Vitamins (USA)	90 gummies	$18,8	0.21
Vitafusion (USA)	120 gummies	$10	0.082
SmartyPants (USA)	90 gummies	$27,50	0.31
Nature’s Bounty (USA)	80 gummies	$7,96	0.10

Source: own elaboration.

Concepto	Detalle / Valor Agregado	Costo Estimado (USD)
Ingredientes	Frutas naturales, edulcorantes aptos para diabéticos, sin azúcares añadidos	$ 3
Empaque	Moderno, práctico y ecológico; materiales reciclables	$ 1,50
Producción y Logística	Mano de obra, energía, transporte y almacenamiento	$ 1,50
Marketing y Certificaciones	Etiquetado claro, certificaciones FDA, promoción y marketing	$ 2,50
Precio Unitario Final	Refleja el valor agregado del producto premium y saludable	$ 8,50

Source: own elaboration.

SQUARE AND COMMUNICATION

To position Vital Gummies in the U.S. market, the strategy will combine participation in international fairs, presence in specialized points of sale and the use of digital platforms. The

company plans to participate in events such as: the Natural Products Expo West (California) which is one of the most important trade shows in the natural, organic, and health products industry, held annually in Anaheim, California. An exclusively professional event where thousands of brands and buyers gather to present innovations, close business deals, and learn about industry trends. and the Sweets & Snacks Expo (Chicago) which is one of the most important trade shows in the United States for the snack industry. It brings together manufacturers, distributors, and buyers to showcase new products, innovations in flavors and packaging, as well as business opportunities. It is a key space for emerging and established brands to establish commercial alliances, evaluate the competition, and learn firsthand about market dynamics, and other renowned fairs in which distributors, retailers, and buyers interested in healthy and innovative products converge. These fairs represent a key opportunity to establish commercial alliances, expand the network of contacts and make the brand known within the functional food segment.

The target audience of Vital Gummies is adult consumers who prioritize a healthy lifestyle, people with diabetes or who are looking to reduce their sugar intake, as well as stores specializing in natural, organic and sugar-free products. In addition, the brand will seek to be present in health food supermarkets such as Whole Foods Market and Sprouts Farmers Market, as well as in convenience stores and pharmacies with wellness sections.

At the same time, an e-commerce strategy will be implemented, focused on platforms such as Amazon, Walmart Marketplace, and the official website of Vital Gummies, taking advantage of the boom in online shopping and the preference of American consumers for accessible and reliable products. Through social networks and digital marketing, close and educational communication will be promoted, highlighting the benefits of the product and its contribution to well-being.

With this combination of physical and digital channels, Vital Gummies seeks to build a strong and consistent presence, ensuring that the product is available in the places where modern consumers are looking for healthy, high-quality options.

The communication proposal for the introduction of Vital Gummies in the U.S. market will focus on building an image of an innovative, healthy and reliable product, focused on positioning the brand as a healthy supplement, aligned with the wellness and self-care trends that characterize consumers in this country. To achieve this, a multi-channel approach will be implemented with tools such as digital marketing, public relations and active presence in e-commerce. The promotional actions will be developed through digital platforms such as Google Ads, Tik Tok, Instagram and YouTube, through eye-catching and high-impact audiovisual content, consumer experiences and strategic alliances with influential figures related to health and well-being. The execution of these actions seeks to strengthen the brand's image in order to increase its recognition and strengthen the connection with the target audience.

In addition, Vital Gummies will reinforce its expansion strategy by participating in international exhibitions and fairs specializing in healthy and natural products, such as the Healthy Food Expo Miami and the Natural Products Expo West, with the aim of increasing its commercial exposure and generating business opportunities with local distributors. Likewise, the brand will consolidate its reach through digital platforms such as Walmart

Marketplace and Amazon by developing promotional campaigns and launch offers that drive sales growth. In this way, Vital Gummies seeks to establish a sustainable and competitive presence in the U.S. commercial environment.

CONCLUSIONS

This study has demonstrated that the internationalization of Vital Gummies, a product developed by VitaSnacks, is not only profitable but also strategically advantageous in the current global context, characterized by a steady increase in diabetes and a growing demand for healthy and functional foods. Thanks to the PESTEL comparative analysis between the United States, China, and India, it has been determined that, although all three markets offer significant opportunities, the US market offers the most favorable conditions for the initial expansion of the brand due to its political stability, high purchasing power, established culture of healthy consumption, and a clear, albeit demanding, legal framework that guarantees transparency and consumer confidence.

The study also showed that VitaSnacks has a differentiated value proposition based on innovation, naturalness, and a focus on well-being, which directly responds to current consumer trends. Likewise, the necessary adjustments in terms of production capacity, logistics strategy, packaging, and communication have been identified to ensure a competitive and sustainable entry into the target market.

Overall, this project constitutes a comprehensive roadmap for the international expansion of Vital Gummies and reinforces its positioning as a reliable, healthy, and socially relevant product. Internationalization not only expands VitaSnacks' reach, but also contributes to improving the quality of life of a population in need of safe, functional, and accessible alternatives, thus reaffirming the company's commitment to health and well-being worldwide.

RECOMMENDATIONS

1. Strengthen production and operational capacity.

   To ensure the sustainability of internationalization, it is recommended to increase production capacity by integrating automated processes in baking, molding, and packaging. This will enable the company to meet the expected demand of the US market without compromising quality or FDA standards.

2. Optimize regulatory compliance.

   It is essential to maintain a rigorous document and regulatory control system that ensures ongoing compliance with FDA guidelines on labeling, ingredients, and safety. Constantly updating regulatory changes will strengthen consumer confidence and reduce the risk of rejection at the border.

3. Consolidate a wellness-focused communication strategy

   It is recommended to expand educational campaigns that highlight the benefits of Vital Gummies, reaching consumers who are looking for healthy alternatives. Communication should be transparent, empathetic, and focused on supporting people with diabetes in managing their wellness.

4. Leverage strategic partnerships and digital channels.

   It is recommended to strengthen relationships with specialized distributors, organic supermarkets, and e-commerce platforms such as Amazon and Walmart Marketplace. These partnerships facilitate visibility and position the product in spaces where consumers seek reliable and natural solutions.

5. Constantly monitor market behavior.

   Given that health and consumption trends evolve rapidly, it is recommended to implement market analysis systems that allow flavors, presentations, and commercial strategies to be adjusted based on emerging preferences among the US public.

6. Promote sustainable and responsible practices.

   By emphasizing recyclable packaging, natural ingredients, and responsible processes, you will reinforce your brand identity and respond to the growing demand for health- and environmentally-friendly products.

ONLINE PRESENTATION:

SUTENTACIÓN.MOV

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