

ABSTRACT

Ankerslot B.V. is a Dutch company, founded in 1946, that develops, designs, and manufactures practical, high-quality keys using computer-controlled machinery (Ankerslot, 2023). Ankerslot currently operates in the Netherlands with the B2B market to sell its mechanical lock. Using the 'Contract manufacturing' business system means they make contracts with B2B customers (other companies such as Noxxa and Isero) and create patent locks and keys under the customer business name. Ankerslot also sells it to the public such as banks (Rabobank ABN, ING), Universities such as Saxion and Twente, the Government, Prisons, etc but they do not sell to end customers directly. Primarily using word-of-mouth techniques to spread brand awareness has been the way Ankerslot can show itself to the community. They plan to expand its customer base to foreign markets such as Germany and Serbia. They have a plan to enter the B2C market for the first time in Germany but with no previous experience in the B2C it will be a challenge for Ankerslot. German people itself pride themselves with local products of their own and thus, entering as a foreign entity would prove to be a challenge for Ankerslot in the mechanical lock market as there are already many competitors that plays in the same market. explaining each part of DESTEP to show the customer demographic, economic situation in Germany, market trend, and the condition of the mechanical lock market in Germany. Marketing research and analysis are crucial to understanding and formulating the market entry plan for Ankerslot to the German market. The report structure begins with Ankerslot's internal marketing strategies and proceeds to macro and meso-level analyses to understand the German market dynamics and communication strategies of competitors. Ankerslot's internal strengths and weaknesses, as well as external opportunities and threats, were evaluated through a thorough SWOT and TOWS analysis. The company's strengths are its well-established reputation, important alliances, and proficiency in producing premium mechanical locks. But issues like a dearth of digital marketing presence, antiquated equipment, and little B2C experience were noted as crucial areas for development

Keywords: *B2B to B2C, DESTEP, SWOT analysis, TOWS analysis, Germany, Mechanical lock Industry*