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Marketing Plan for Enhancing the Market Share of Hawk-Matic Cigarette Injectors by Wenzhou Haoke Electric Co., Ltd. in 2025

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BUSINESS
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Department of Marketing, Operations and General Management

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"A time will come to ride the wind and cleave the waves; I'll set my cloud-white sail and cross the sea which raves."This verse from Li Bai's poetry, which I loved in my youth, is both the epilogue of this thesis and the farewell to a chapter of life. Still pushing to chase the dreams of my younger self, never giving into defeat.

Given my limited academic capabilities, there may inevitably be shortcomings in this thesis. I sincerely welcome any critiques and constructive feedback from professors and peers.

Abstract

Wenzhou Haoke Electric Co., Ltd.'s Hawk-Matic cigarette injectors (newbie), helped to increase its total global market: share and revenue by 2025, with a tiered pricing approach, omnichannel distribution network, and data-driven promotional strategies to capture and retain customers, leading the way in the smart tobacco tools industry. The development of the alternative smoking products market is an increasing global process that dominates the tobacco industry. Challenges Faced By Hawk-Matic Precision Craft Cigarette Injector w. Loader of Wenzhou Haoke Electric Co. Ltd Since the Hawk-Matic cigarette injector's mission is to provide cost-effective and customizable smoking solutions to its users, it is crucial to establish consumer awareness and address price sensitivity trends in a growing cigarette market. The study gathered and analyzed data from potential and existing consumers to unveil market dynamics and consumer preferences through in-depth literature reviews, field surveys, and consumer questionnaires. (SWOT) analysis, and consequently proposes a range of strategies—including a tiered pricing strategy, omnichannel (multi-channel) distribution, and dual approach communications strategy that highlights “rational smoking control + quality experience.” The key findings highlight the important target markets and consumer segments and recommend the types of strategic partnerships and promotional activities. The marketing plan involves increasing focus on product optimization and brand differentiation to enhance competitiveness.

Keywords: Hawk-Matic Cigarette Injectors; Wenzhou Haoke Electric Co., Ltd; Marketing Plan

JEL Classification: M31 L81

Resumo

Os injetores de cigarro Hawk-Matic da Wenzhou Haoke Electric Co., Ltd. (novatos), ajudaram a aumentar seu mercado global total: participação e receita até 2025, com uma abordagem de preços diferenciados, rede de distribuição omnicanal e estratégias promocionais baseadas em dados para capturar e reter clientes, liderando o caminho na indústria de ferramentas inteligentes de tabaco. O desenvolvimento do mercado de produtos alternativos para fumar é um processo global crescente que domina a indústria do tabaco. Desafios Enfrentados pelo Injetor de Cigarros Precision Craft Hawk-Matic w. Carregador da Wenzhou Haoke Electric Co. Ltd Como a missão do injetor de cigarro Hawk-Matic é fornecer soluções de fumo econômicas e personalizáveis para seus usuários, é crucial estabelecer a conscientização do consumidor e abordar as tendências de sensibilidade ao preço em um mercado crescente de cigarros. O estudo reuniu e analisou dados de consumidores potenciais e existentes para revelar a dinâmica do mercado e as preferências do consumidor por meio de análises aprofundadas da literatura, pesquisas de campo e questionários ao consumidor. (SWOT) e, consequentemente, propõe uma série de estratégias - incluindo uma estratégia de preços diferenciados, distribuição omnicanal (multicanal) e estratégia de comunicação de abordagem dupla que destaca "controle racional do tabagismo + experiência de qualidade". As principais descobertas destacam os importantes mercados-alvo e segmentos de consumidores e recomendam os tipos de parcerias estratégicas e atividades promocionais. O plano de marketing envolve aumentar o foco na otimização do produto e na diferenciação da marca para aumentar a competitividade.

Palavras-Chave: Injetores de cigarro Hawk-Matic; Wenzhou Haoke Electric Co., Ltd; Plano de Marketing

JEL Classification: M31 L81

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Glossary

WHO - World Health Organization

1. Introduction

Globally, the tobacco industry is facing intense regulatory pressure due to rising health concerns. WHO data from 2021 attributes over 8 million deaths annually to tobacco, prompting countries like Australia, the UK, and the US to implement strict regulations such as plain packaging, public smoking bans, and aggressive taxation. These policies aim to reduce smoking prevalence and mitigate health burdens.

In China, the world's largest tobacco market, traditional cigarette sales are gradually declining due to anti-smoking campaigns and high taxes. As consumers seek cost-effective and personalized alternatives, products like cigarette injectors have gained traction. These tools allow users to roll their own cigarettes using loose tobacco and tubes, often cutting costs by up to 60% compared to pre-rolled options.

This shift has opened a new segment in China's tobacco market, traditionally dominated by state-owned enterprises. However, the injector market remains fragmented, plagued by inconsistent quality, poor compatibility, and weak brand recognition. This presents both a challenge and an opportunity for innovation-driven companies like Wenzhou Haoke Electric Co., Ltd.

Founded in 2017, Wenzhou Haoke Electric specializes in cigarette injector machines under the Hawk-Matic brand. Offering manual, electric, and automatic models, the brand focuses on design, performance, and user experience. Despite the functional strengths, Hawk-Matic struggles with low market awareness and limited appeal among price-sensitive or digitally active consumers.

Consumers often fall back on cheaper alternatives due to the premium positioning of Hawk-Matic, despite long-term savings and health benefits. Additionally, Hawk-Matic lacks a compelling digital presence, missing opportunities to engage Millennials and Gen Z through platforms like TikTok or Instagram. Moreover, navigating China's evolving and unclear regulatory environment adds complexity. Tobacco-related product regulations are constantly shifting, demanding compliance agility and proactive legal strategies.

The 2025 marketing plan aims to reposition Hawk-Matic as a lifestyle brand offering affordable, customizable, and health-conscious smoking alternatives. A three-tier pricing system will serve different income groups: an entry-level HK-2 Lite at ¥180, a mid-range HK-3 at ¥280, and a premium HK-4 at ¥450 with Bluetooth and tracking features. These offerings target both budget and high-end users, improving gross margins compared to competitors.

Distribution efforts will cover emerging and mature markets. In regions like Indonesia and Vietnam, coverage will expand to 50%, while mature markets like the US and EU will see 60% of sales through direct-to-consumer models. Amazon partnerships will sustain 85% of online sales. TikTok Shop campaigns and 200 demo hubs across 15 cities will drive engagement.

New warehouses in Poland and Jakarta aim to reduce delivery times to under 3 days, with ¥75 million in emerging market revenue projected.

Advertising strategies focus on raising brand awareness to 35% by 2025, including a ¥9.6 million investment in digital ads generating 5 million impressions monthly. Messaging emphasizes annual savings and personalized experience. Collaborations with 50 influencers will produce 100,000 user-generated videos. The Hawk Club loyalty app will offer rewards and exclusives, pushing repurchase rates from 30% to 45%. HK-4 is expected to sell 50,000 units by Q2 2025, contributing ¥22.5 million.

Sustainability goals include producing 30% of goods with recycled materials, reducing the carbon footprint by 15%, and acquiring CE and FCC certifications. Product innovation focuses on patented features, IoT integration, and biodegradable materials. These initiatives support both compliance and differentiation in a regulated environment.

This study provides a blueprint for SMEs operating in niche regulated markets. It merges segmentation-targeting-positioning theory with SWOT analysis to address both consumer and competitor dynamics. Hawk-Matic’s positioning as "Affordable Precision" underlines its value proposition: combining savings with modern design. Social media campaigns, tutorials, and KOL endorsements aim to forge emotional connections and brand loyalty.

The strategy balances rational smoking control with a premium experience. Messaging addresses flexibility in consumption while highlighting superior product quality. By understanding evolving consumer needs, regulatory demands, and digital habits, Wenzhou Haoke Electric plans to turn Hawk-Matic into a ¥300 million global brand by 2025. Integrated pricing, flexible channels, and strong branding form the foundation for sustainable growth in the DIY tobacco market.

The main body of this thesis is structured around a comprehensive analysis of Hawk-Matic’s market context and strategy. It begins with an introduction that outlines the research background and significance, followed by a literature review that provides theoretical support. The methodology section details the research approach adopted. Subsequently, the thesis presents an overview of Wenzhou Haoke Electric Co., Ltd. and its Hawk-Matic cigarette injector, describing the company's development, product features, user methods, and competitive advantages. An in-depth market analysis of cigarette injector products is then conducted, beginning with industry background, followed by an examination of China's cigarette market and forecasts of future trends. This section includes a feasibility evaluation based on consumer behavior and competitor analysis, complemented by a SWOT analysis to assess the strengths, weaknesses, opportunities, and threats related to the Hawk-Matic investment project. The sales planning section sets out a scientific and rational target for 2025 through market segmentation. Finally, the thesis discusses how to implement 4P marketing

strategies—product, price, place, and promotion—to effectively achieve the set sales objectives.

2. Literature Review

2.1. Research Progress on Cigarette Filters Abroad

From the perspective of technological innovation, as materials science continues to advance, research on cigarette rolling machine technology abroad is gradually moving towards high efficiency and intelligent development. In the past, traditional cigarette rolling machines primarily concentrated on mechanical design and manufacturing, such as improving the precision and durability of mechanical components to enhance the stability and service life of the product (Thanasis, 2024). However, in recent years, the focus of research has shifted towards the fields of intelligence and informatization (Liu , 2024). For example, the development of smart cigarette rolling machines has received widespread attention in Europe and North America (Li, 2024), where researchers integrate Internet of Things (IoT) technology with cigarette rolling machines to achieve real-time monitoring and data transmission of smoking status (Betas , 2024). Users can view and analyze their smoking habits through mobile applications and make corresponding adjustments (Ma, 2024). These kinds of products not only increase the added value of cigarette rolling machines but also provide personalized user experiences. In terms of material selection, researchers are also committed to developing filter materials using nanotechnology to improve filtration performance and reduce the inhalation of harmful substances (Saud , 2024). For instance, the application of nanofibers and porous materials has significantly enhanced the effectiveness of filters (Gudainiyan , 2024). Technological innovation not only improves product performance but also injects new vitality into the cigarette rolling machine market.

The effectiveness of cigarette filters in mitigating health risks associated with smoking has been a crucial area of investigation (Ciawi , 2024). Numerous studies have been conducted to evaluate the extent to which different filter technologies can reduce exposure to toxicants and carcinogens (Demissis , 2024). Recent research from European institutions has employed advanced chemical analysis techniques to measure the reduction of harmful compounds such as tar, nicotine, and carbon monoxide in filtered versus unfiltered cigarette smoke (Jayanarasimhan , 2024). Results have been somewhat mixed, with some studies showing significant decreases in certain toxicants (Kausar, 2023), while others indicate only marginal improvements. This variability highlights the complexity of cigarette smoke chemistry and the challenge of designing filters that effectively reduce all harmful components (Paneru , 2025). Despite these challenges, ongoing research continues to refine filter materials and configurations to achieve better health outcomes for smokers (Tavella ,2025). In addition to traditional chemical analyses, recent studies have leveraged biomonitoring and epidemiological data to assess the real-world impact of advanced filters on smoker health (Barrett, 2024). For instance, longitudinal studies in North America have tracked biomarkers

of exposure and incidences of smoking-related diseases among populations using different cigarette filter types (Pluym , 2024). These studies provide valuable insights into the long-term benefits and limitations of filter innovations, informing future research directions and public health policies (Chang , 2025).

In terms of market demand, consumers in foreign countries, especially in developed countries, are gradually moving towards diversified and personalized requirements for cigarette rolling machines, driving market segmentation and product diversification (Shechter , 2024). On one hand, as the economy develops and living standards improve, consumers have increasing demands for the appearance design, functional diversity, and ease of use of cigarette rolling machines (Qiu , 2025). For example, some high-end markets not only focus on the practicality of cigarette rolling machines but also have high aesthetic design requirements, prompting manufacturers to pay more attention to detail and aesthetics in product design, using high-end materials and fine craftsmanship to meet consumers' pursuit of high quality (Choudhary , 2024). On the other hand, emerging markets and mid- to low-end markets pay more attention to the cost performance and practicality of products, requiring products to have high economic value while ensuring quality (Li , 2024). Such market segmentation prompts companies to develop and launch diversified product lines based on different target markets to meet the needs of different levels (Xu , 2024). Additionally, with the development of the Internet and social media, the rise of online sales channels has also changed the traditional market landscape, allowing consumers to more easily access product information and make purchases, forming a new market ecosystem (Franz , 2024). This diversified market demand not only brings more business opportunities to the cigarette rolling machine industry but also promotes continuous exploration in product innovation and market strategies by various brands (Benjamin , 2024).

From an environmental perspective, the global concern for environmental protection and sustainable development is on the rise, which is also fully reflected in the research and production of cigarette rolling machines. Many countries and regions have enacted stringent environmental regulations, requiring the manufacturing industry to reduce pollutant emissions during production, use environmentally friendly materials, and improve resource utilization (Awewomom , 2024). Against this backdrop, foreign researchers are actively exploring environmental technologies in the manufacture of cigarette rolling machines (Islam , 2024). For instance, researchers are developing cigarette rolling machines using degradable and recycled materials, which not only reduce the environmental burden of discarded products but also meet consumers’ demand for green products (Basith, 2024). For example, some research institutions and companies in Europe have successfully developed filters made from bio-based materials (Holland , 2024). These filters not only have excellent filtration performance but also degrade quickly in natural environments, reducing pollution to soil and water sources

(Sventzouri , 2025). Additionally, some studies have shown that optimizing the production process of cigarette rolling machines can reduce energy consumption and waste generation, significantly improving production efficiency and environmental benefits (Jensen, 2024). Research in the environmental direction not only helps improve the sustainable development of the industry chain but also enhances the social image and market competitiveness of brands (Shafiq, 2024). In the future, environmental protection will continue to be an important topic in cigarette rolling machine research, playing a positive role in promoting the green transformation and sustainable development of the industry (Javed , 2024).

The current state of foreign research on cigarette rolling machines has made significant progress in terms of technological innovation, market demand, and environmental direction (Nascimento , 2024). These studies not only enhance the technical content and user experience of cigarette rolling machines but also make them better adapted to market demand and environmental requirements (Le, 2024). In the future, with further development of technology and continuous changes in consumer demand, the cigarette rolling machine industry is sure to achieve new breakthroughs in these areas (Islam, 2024).

2.2. Research Progress on Cigarette Filters in China

Research on cigarette rolling machines in China is advancing rapidly, in harmony with global trends marked by a focus on technological innovation and evolving market demand (Cheng , 2025). The industry is characterized by efforts to enhance device performance and user experience through the integration of advanced technologies such as sensors and the Internet of Things (IoT) (Qin , 2025). Additionally, the exploration of new materials aims at increasing filtration effectiveness, reducing costs, and minimizing environmental impact. This comprehensive review examines the progress in technological innovations, market demand, environmental considerations, and the strategic implications for the future development of cigarette rolling machines in China.

Technological innovation is at the heart of the advancements in cigarette rolling machines within China (Fu , 2024). Researchers and manufacturers are increasingly collaborating to create devices that provide improved performance and user experience, leveraging cutting-edge technologies. Smart cigarette rolling machines represent a significant trend in this technological transformation. By incorporating sensors and IoT, these machines can precisely monitor and analyze smoking behaviors. Universities and research institutions, in partnership with enterprises, are spearheading these developments. For instance, devices equipped with sensors can track the number of cigarettes rolled, the amount of tobacco used, and even the user's rolling technique (Zhou , 2024). This data allows users to gain insights into their smoking habits, potentially supporting smoking cessation efforts. Material innovation is another crucial area of research. Traditional cigarette filters are often criticized for their limited effectiveness

and environmental impact (Guan, 2024). Consequently, Chinese scientists are exploring the use of nanomaterials and bio-based materials in cigarette rolling machines (Lu, 2024). Nanomaterials offer enhanced filtration capabilities by trapping smaller particles more effectively than conventional materials, due to their unique properties (Yuan, 2024). Bio-based materials, on the other hand, are derived from renewable sources and are biodegradable, thus having a lower environmental footprint (Wu , 2024). Efforts in material research are not only aimed at improving filtration but also at reducing costs. Advanced materials can be produced more efficiently, leading to cost savings in production that can be passed on to consumers. These technological advancements position Chinese manufacturers at the forefront of the industry, enhancing their international competitiveness.

The Chinese market for cigarette rolling machines is characterized by increasingly diversified and personalized consumer demands (Ye ,2023). This shift is driven by improvements in living standards and a heightened focus on health, prompting a demand for convenient and health-oriented smoking solutions. High-end brands have responded with stylishly designed, multifunctional cigarette rolling machines (Wang , 2024). These devices cater to consumers looking for more than just basic rolling functionality. Features like flavor adjustment and temperature control have become particularly popular among young consumers, who view smoking as not just a habit, but an experience (Li , 2024). The design aesthetics of these machines also play a crucial role in their appeal, with sleek, modern designs attracting a fashion-conscious demographic. Portability has emerged as another critical factor driving demand (Cheng, 2024). Modern consumers seek devices that are easy to carry and use on the go. Manufacturers have responded by developing compact, lightweight machines that do not compromise on functionality. The emphasis on user-friendly design ensures that even novice users can operate these machines with ease, further expanding the market base.

Additionally, the rise of e-commerce platforms and social media has transformed the sales landscape for cigarette rolling machines (Liu, 2023). Online sales channels provide consumers with easy access to product information and purchasing options. This shift has enabled brands to broaden their market reach significantly. Social media platforms, in particular, have become powerful tools for marketing and consumer engagement. Brands can now interact directly with consumers, receive real-time feedback, and swiftly adjust their product strategies to align with market trends. User feedback gathered through these platforms plays a vital role in product development. Companies can analyze consumer reviews and comments to identify areas for improvement. This responsiveness enhances consumer satisfaction and fosters brand loyalty, which is crucial in a competitive market (Yin , 2024). The environmental impact of cigarette rolling machines and their filters is a growing concern, both globally and within China. Traditional filters pose significant environmental challenges due to their non-biodegradable

nature, contributing to pollution and waste. Therefore, research into environmentally friendly materials and sustainable practices is highly pertinent.

Chinese researchers are at the forefront of developing biodegradable filter materials (Li , 2023). Studies have focused on natural fibers such as cotton and flax, which decompose much faster than conventional materials. These biodegradable filters are designed to break down within months, significantly reducing the environmental burden. Research in this area is essential not only for mitigating pollution but also for aligning with global sustainability goals. Another innovative approach to addressing the environmental impact involves the integration of plant seeds into biodegradable filters. When disposed of, these filters can germinate into plants, thereby contributing to environmental restoration. This dual-purpose solution addresses both waste management and ecological conservation, showcasing China's commitment to sustainable innovation (Jiang , 2024). In addition to material innovation, Chinese manufacturers are exploring the use of eco-friendly packaging and production processes. For example, minimalistic packaging designs that reduce the use of non-recyclable materials are increasingly being adopted. Production processes are also being optimized to minimize waste and reduce the carbon footprint of manufacturing operations. Government regulations and policies play a crucial role in driving these sustainability efforts. The Chinese government has implemented various measures to promote environmental conservation, influencing the research and development directions of the tobacco industry. Compliance with these regulations not only ensures environmental stewardship but also enhances the marketability of products by appealing to environmentally conscious consumers. The advancements in technology, market dynamics, and environmental considerations collectively shape the strategic direction for the future development of cigarette rolling machines in China. To remain competitive and relevant, manufacturers must adopt a holistic approach that integrates these diverse elements.

Despite the significant progress made, several challenges remain in the development of cigarette rolling machines in China (Wu , 2023). Achieving a balance between advanced functionality and user-friendliness is an ongoing challenge. Highly sophisticated machines must remain accessible to a broad range of consumers, including those who may not be technologically adept. Moreover, the cost of advanced technologies and sustainable materials can be prohibitive. While these innovations offer significant benefits, they also increase production costs. Manufacturers must find ways to manage these costs to keep their products competitively priced. Economies of scale, efficient production processes, and strategic pricing models can help address these challenges. There is also a need for ongoing research into the health implications of cigarette rolling machines. While advanced filters and materials aim to reduce harmful substances, comprehensive health impact studies are necessary to validate these claims. Longitudinal studies that track health outcomes over time can provide valuable

data to support the promotion of these products as safer alternatives. Future research directions should also explore the integration of advanced technologies such as blockchain for supply chain transparency and quality assurance. Blockchain can provide an immutable record of the production process, ensuring that products meet quality standards and regulatory requirements. This can enhance consumer confidence and support regulatory compliance.

The research progress on cigarette rolling machines in China is marked by significant advancements in technology, a keen understanding of market demands, and a strong commitment to environmental sustainability (Zhang , 2022). Technological innovations, including the integration of smart technologies and the development of advanced materials, have positioned Chinese manufacturers at the forefront of the industry. The evolving market dynamics, characterized by diversified and personalized consumer demands, have prompted companies to develop user-centric, multifunctional devices. Environmental considerations play an increasingly important role in product development, with significant efforts directed towards minimizing the environmental impact of cigarette filters and packaging (Zhang , 2022). Sustainable practices not only align with global and domestic regulatory requirements but also enhance brand appeal among environmentally conscious consumers. The strategic implications of these advancements underscore the need for continued investment in research and development, market responsiveness, and international collaboration. By embracing these strategies, Chinese manufacturers can leverage their technological and innovative strengths to expand their market reach and establish themselves as global leaders in the cigarette rolling machine industry. As the industry continues to evolve, ongoing research and innovation will be crucial in addressing existing challenges and exploring new opportunities. Through a holistic approach that integrates technological advancements, market understanding, and environmental sustainability, China can not only drive the growth of its domestic cigarette rolling machine industry but also contribute significantly to global advancements in this field.

In terms of cigarette makers, the YJ112 unit was tested as a case, and the results showed that the system operated well, the failure rate was low, and the temperature of each lubrication part of the equipment was significantly reduced, remaining below 40°C (Wang , 2025). Using actual production data from a cigarette factory in W City, an optimal parameter model was established based on a decision tree, a BP neural network prediction model, and scenario analysis (Zhang , 2024). Using DOE statistical analysis with Minitab16, the control parameters affecting the cigarette quality of the ZJ112 machine were identified while keeping other parameters unchanged (Yang , 2024). Improvements to the guide rail increased the contact area between the guide rail and the cigarette, achieving a uniform force on the cigarette during cutting (Xu , 2024).

By comparing the quality indices of cigarettes rolled from the same batch of tobacco across different cigarette models, one study provided insights into the weight consistency of

cigarettes rolled by the ZJ118 cigarette unit (Yao , 2024). After analyzing and improving the slippage issue of the ZJ112 cigarette machine, various technical and management solutions were proposed, and the frequency of ribbon slippage was reduced (Zhuang , 2024). The results showed that the average weight deviation of cigarettes was reduced by 25% and the standard deviation by 9.7% after using a tobacco tow flow control device (Yang , 2024). A smoke and dust treatment device for the end of the pine paper clamp was developed to enable timely cleaning of smoke droplets and reduce quality issues caused by residue at the clamp (Ji, 2024). Based on simulation and orthogonal experiments, the position and diameter of the air outlet were optimized, and flow field analysis provided technical support for tobacco suction molding and optimization of the air chamber structure (Zhang, 2024). The Six Sigma DMAIC model was applied to analyze the cigarette machine process step by step, determining key factors affecting the weight deviation of cigarettes and optimizing them through experimental design to reduce quality deviation (Wang, 2024). The application potential of Convolutional Neural Network (CNN) algorithms in fault diagnosis was discussed, including the overall architecture of an intelligent fault diagnosis system and details of its implementation (San, 2024).

2.3. Introduction to Business Plans

Business plans date back to the United States and are usually a written fund-raising document from for-profit organizations and are used for obtaining investment, in financing, or expansion of a new business, as well as thoroughly being used for project evaluation. A business plan serves not only as a document; it also plays a vital role in corporate growth and decision-making. The business plan outlines the history, current status, and future development strategies of a company, usually in eight sections: description of products and services, business model, core team, marketing and sales strategy, funding needs, financial forecast, risk analysis, and appendices.

The initiation of new projects is a time fraught with challenges and uncertainty. Fortunately, all these problems have solutions which are systematically deduced in a business plan. By providing a complete strategy from project opportunities to feasibility and profitability, the business plan is versatile enough for businesses of all types and sizes. Moreover, the business plan also acts as a communication bridge between the enterprise and potential investors. The company aims to raise money by clearly making what the project offers and its prospects evident to investors.

A business plan is a demonstration not only of planning and project conceptualization, but also serves as a self-recommendation letter for businesses or entrepreneurs presenting themselves in front of investors. The business plan is expected to highlight specific market opportunities that can be transformed into actions for a new company or incorporated into an

existing business. A business plan is a core document to convince investors and other decision-makers about the value and risks of a project, and gives decision-makers insights and a ground on which to assess whether to invest or not.

Whether you are starting a new venture or working on the expansion of an existing project, a business plan is a useful blueprint. The main goal of it is to present appealing parts to investors, especially the return on investment estimated for the project. Detailed revenue and expense forecasts, for example, are usually part of a solid business plan, which also evaluates in detail the return on investment (ROI). Moreover, implementation sections with a marketing strategy slant matter too, as whether the marketing succeeds or fails also decides whether the investment will succeed or fail.

It is also the case that investors usually take risk management very seriously. The business plan should include an in-depth assessment of potential risks, along with solutions and risk mitigation measures, in an effort to inspire investor confidence. Gradually, the importance of business plans started to increase even more. Business plans are not only the best way to help enterprises display their existing business logic as well as strategic thinking, but also become a constituent part of business activity with the growth of global marketization and venture capital.

As such, the Internet of Things (IoT) has received growing attention in business plans of the past few years, leading to an interest in research in technologies that allow innovation and operational efficiency. Smart technology solutions can showcase opportunities to enrich products and customer experiences when IoT and AI are integrated into business plans. All these sections can explain how IoT can create real-time data analytics and how AI can provide predictive insights and automation to give a competitive advantage in the overall arena.

Acting as a bridge between enterprises and the investment community, business plans affect far more than just fundraising. They also assist enterprises to refine their strategic thinking, increasing their credibility and attractiveness in a competitive environment with transparent information disclosure. Whether it's being used as an investment document for an early stage consulting project or a project review for a company that has already established its business, the business plan is a tool of strategic communication that ultimately helps all interested parties come to a clearer understanding of the long-term value of the endeavor and its innovative aspects. In a fast-changing business environment, an effective and well-prepared business plan not only plays a key role in obtaining investment, but also becomes the basis for helping projects or enterprises keep up with the times and achieve sustainable development.

2.4. SWOT Theory

In this study, a detailed analysis was performed using SWOT theory. SWOT (Situational Analysis) is a technique introduced by management professor Heinz Weihrich in the early

1980s to assess the Strengths, Weaknesses, Opportunities, and Threats, which can be used during competitor analysis or when formulating a corporate strategy. We refer to the application of his method in "The SWOT Method for Formulating Business Strategies and Its Application." Its use has also expanded from simple business and company-level analysis after 2005 to fields such as personal career development planning, city and country planning, etc.

The SWOT method of analysis is focused on the research subject and can systematically analyze all kinds of factors that influence its development process. These components are structured and prioritized by examining the entity's strengths, weaknesses, opportunities, and threats. Based on those classifications, an analysis of the variables that contribute to the evolution of the research will be inserted in terms of their degrees of significance and impact. A synergistic effect on other determinants can be achieved by integrating diverse ideas, which also leads to personalized growth. It allows the organization to make the most of competitive advantages, capitalize on and exploit opportunities, as well as avoid costly threats. Strengths and weaknesses are internal, opportunities and threats external in SWOT analysis.

These four aspects provide managers with a detailed action guide, enabling them to formulate appropriate strategic decisions based on different internal conditions and external environments, thereby optimizing organizational performance and enhancing market competitiveness. In practice, companies need to flexibly apply these strategies according to their specific circumstances to achieve long-term development.

Hence, this research highlights fourth-generation tools in order to apply an up-to-date perspective on the strategic planning of an organization integrated with IoT in the rapidly changing environment of technology and the market. Through IoT usage, organizations can obtain real-time data on operational stats and customer behavior for a better understanding of market forces, helping them engage better and integrate products in the connected ecosystem. Likewise, AI can process large volumes of this data to identify emerging trends and provide predictive insights on consumer preferences, emergent threats, and pathways to opportunity. From predicting the impact of potential changes in consumer preferences (for example, a reduction in demand for cigarette filters) to using IoT to keep track of product performance in real time (for example, ensuring that any weaknesses are identified early and resolved to improve customer satisfaction), AI-driven approaches can help create a seamless feedback loop between products and customer preferences.

In the intense competitive situation of the cigarette filter market, Wenzhou Haoke Electric Co., Ltd. has undergone a product expansion phase and a broad market acceptance phase, gradually emerging from the competition of many brand competitors and becoming a more important player in the industry. Some competitors exited the market as the saturation and preferences of consumers changed, while others are still in the market. It can be seen that the market operation of Hawk-Matic cigarette filters is not only the unilateral behavior of the

enterprise but also influenced by various internal and external factors, including product quality, brand image, marketing strategy, and market environment. Expanding on this, IoT can enhance the monitoring and optimization of product quality, while AI-powered analytics can facilitate precise marketing strategies to reach specific consumer segments and anticipate the effects of external factors such as regulatory changes or economic conditions.

Hawk-Matic's market promotion can be viewed as a systematic business operation model to a certain extent. Given the current development of the cigarette filter market and the heated competition in the information economy era, it is necessary to reflect on and analyze the cigarette filter market from a systematic and holistic perspective. Based on the scientific analytical tools selected by Haoke Electric and the clear categorization and strategic combinations through the matrix, Haoke Electric can carry out the strategic decision-making process more efficiently. For instance, integration with the Internet of Things (IoT) can make modern enterprises more adept at growth by enabling real-time tracking and powerful analytics, shortening feedback cycles and exposing consumer insights. Moreover, predictive models could allow the company to anticipate potential threats in the market and adjust its strategies proactively.

On the whole, if Haoke Electric focuses on IoT application based on SWOT analysis, it should make the right strategic choices through option comparisons and assessments of each strategy so as to promote Hawk-Matic cigarette filters to better occupy the market and achieve sustainable development of the company and its market influence. These technologies offer deeper insight not only into internal and external factors but also put the company in the best position to succeed in a hyper-competitive and data-driven business environment.

2.5. Marketing Theory Research

We know that new consumers are systematically studying theoretical or conceptual frameworks for competitiveness. For example, especially in niche industries like the cigarette rolling machine market, consumer preferences are diverse and evolving. The focus hinges on the latent power that can be deployed in conjunction with theories such as STP (Segmentation, Targeting, Positioning) and 4P (Product, Price, Place, Promotion), which can aid in understanding the market space we participate in as a fundamental part of crafting the right marketing strategies. Moreover, infusing consumer behavior theory and CSR principles into marketing enables companies to connect with increasingly responsible consumers on a more fundamental level. In this paper, we build on these theories with respect to the cigarette rolling machine industry through a case example of Hawk-Matic and its untapped propensities to help strategize marketing and product development decisions.

The first crucial part of the STP process is market segmentation, which involves dividing the larger consumer or business market—including current and potential customers—into sub-

groups of consumers (segments) who share similar characteristics. Segmentation for cigarette rolling machines is done on the basis of various variables:

Geographic Segmentation: This dimension takes into account geographical boundaries and regional preferences. Urban–rural differences in smoking behaviors may influence the need and demand for cigarette rolling machines (e.g., a habitual smoker in a rural area may demonstrate different patterns of smoking behavior compared to their urban counterparts).

Demographic Segmentation: Age, income, education, occupation, and gender can deeply influence consumer preferences. Younger consumers might prefer technologically advanced machines, while older users might prioritize ease of use and traditional methods.

Psychographic Segmentation: This involves understanding consumer lifestyles, personalities, values, and social status. Health-conscious consumers might seek products with advanced filtration features, while luxury-oriented consumers may prefer aesthetically appealing, high-end devices.

Behavioral Segmentation: This focuses on consumer behavior, including patterns of use, usage rates, brand loyalty, and buyer readiness. Regular smokers may demand durability and functionality, whereas infrequent users might prioritize cost-effectiveness.

By employing these segmentation variables, companies can identify and categorize consumers into well-defined clusters, enabling precise targeting and efficient resource allocation.

Targeting – which comes after segmentation – is the process of determining the attractiveness of each market segment and deciding which segment(s) to enter. At this stage, insights from segmentation are helpful in determining which segments offer the greatest potential for growth and profitability. For example, Hawk-Matic can use data analytics and market research to identify which segments show the most potential. They may discover that a segment of health-conscious consumers who also care about brand reputation is a significant opportunity. Such consumers focus on sustainability, health benefits, machine efficiency, and brand reliability. Targeting should also consider the competitive environment, searching for underserved or under-competitive market niches. Just as Hawk-Matic makes high-end products (e.g., luxury bird coops in a different context), Hawk-Matic's cigarette rolling machines could position themselves as an eco-friendly luxury product for a differentiated consumer base.

The last part of STP is Positioning — establishing a particular image for a product or brand in the mind of the target market. This involves creating a clear, unique, and desirable place in the target consumers' minds relative to competing products. Hawk-Matic can be advertised and marketed as an upscale, environmentally friendly option for discerning, health-conscious users. Hawk-Matic can craft a narrative that sets it above its competition by focusing on higher product quality, innovative design, and sustainability practices. Unique selling propositions (USPs) might include advanced filtration using biodegradable materials and stylish, luxury

designs. This differentiation strategy can make the brand a significant player in consumer perception and behavior, cultivating a loyalty-based following.

One of the most important elements of the marketing mix is the Product. In the cigarette rolling machine industry, the product is not just the physical machine itself, but also includes supplementary features and benefits that cater to consumer needs and wants. Features such as automated tobacco feeding systems, adjustable rolling preferences, and improved filtration systems can give Hawk-Matic products a competitive edge. This explains why product design is just as important as psychographics; the design needs to resonate with the target consumers' lifestyle and values. Incorporating fun, sleek, or modern aesthetics can enhance the appeal of the product for younger and fashion-conscious consumers, whereas durable and easy-to-use designs can attract older or less tech-savvy users. Product innovation also encompasses sustainability: Hawk-Matic can meet the rising demand for sustainable consumption by utilizing environmentally friendly materials and making the product recyclable. These product features both meet market needs and promote brand loyalty by aligning with consumer values.

Within the 4P framework, Price significantly impacts market positioning and consumer perception. The pricing strategy needs to match the overall brand strategy and the expectations of the target market. Premium pricing can reinforce Hawk-Matic's positioning as a luxury, high-quality brand. This approach allows for higher price points that reflect the product's superior features, advanced technology, and eco-friendly benefits. It can also help create a premium image, leading customers to associate the product with status or higher quality compared to lower-cost alternatives. Alternatively, flexible pricing strategies, such as offering entry-level models at lower price points, can target both budget-conscious consumers and high-end markets. Discount strategies, loyalty programs, or seasonal sales are also effective tools to attract price-sensitive groups without eroding the brand's premium positioning.

Data on market share, pricing, and customer segments can be used to evaluate the price elasticity of demand among different segments, as well as the overall customer base. Place in the 4P context refers to distribution channels. Efficient distribution ensures that products are available and convenient for consumers, which influences purchase decisions. Refining sales channels can secure market coverage as e-commerce becomes more common. Hawk-Matic can invest in reliable e-commerce platforms to provide a customer-friendly shopping experience. Such partnerships can enhance online visibility and drive sales through established online retailers and niche e-commerce platforms. Offline distribution channels remain relevant as well. Being stocked in premium retail stores, specialty tobacconists, and health-oriented shops can ensure face-to-face exposure to consumers. Pop-up stores and experiential marketing events allow potential customers to try the product and see its features in action. Geographic diversification is also important. Focusing on urban areas with higher disposable incomes and sophisticated consumer patterns can augment sales growth.

Collaborating with local businesses in various markets can leverage their established customer base for more local brand recognition and regionally resonant campaigns.

Promotion encompasses all the strategies and tactics employed to communicate the product's value proposition to the target market, including advertising, public relations, sales promotions, and digital marketing, tailored to the target audience. In the digital era, leveraging social media platforms is crucial. Hawk-Matic can utilize Instagram, Facebook, and YouTube to create engaging content that highlights product features, sustainability efforts, and user testimonials. Influencer partnerships can amplify reach and credibility by tapping into influencers with follower bases that match the target demographic. Traditional advertising methods, such as print ads in high-end magazines, can complement digital efforts by reaching a broader audience. Public relations strategies, including press releases and media engagements, can enhance brand visibility and reputation. Sales promotions like limited-time offers, bundled deals, and referral discounts can drive immediate sales and boost brand loyalty. Customer loyalty programs that reward repeat purchases with exclusive benefits or discounts can help cultivate a loyal customer base. An integrated promotion strategy ensures consistent messaging across all channels, reinforcing Hawk-Matic's brand positioning and value proposition.

Understanding consumer behavior is pivotal for crafting marketing strategies that resonate with target audiences. Consumer behavior theory examines the psychological, social, and cultural factors that influence purchasing decisions.

Psychological Factors: These include motivations, perceptions, attitudes, and beliefs that drive consumer behavior. For Hawk-Matic, marketing strategies can appeal to health-conscious motivations by emphasizing the health benefits of using advanced filtration systems. Highlighting the psychological satisfaction of owning a premium, aesthetically pleasing product can appeal to consumers seeking status and quality.

Social Factors: Family, friends, and other reference groups influence buying behavior. Displays of social proof, such as user-generated content, testimonials, and reviews, can sway customers by showing real examples of satisfaction and positive experiences. Community-building activities, where Hawk-Matic users share their experiences and expertise, can reinforce the social influence aspect of the product and build a loyal customer community.

Cultural Factors: Understanding local cultural differences in a diverse market like China is essential. For example, highlighting aspects of heritage craftsmanship and innovation may appeal to cultural values that prioritize both tradition and modernity. Understanding these cultural nuances can help Hawk-Matic tailor its marketing strategies to different regions.

Corporate Social Responsibility (CSR) is increasingly important in building brand reputation and consumer trust. Consumers today prioritize companies that demonstrate a commitment to ethical practices and social responsibility. Hawk-Matic can leverage CSR

initiatives to enhance brand appeal and promote sustainable growth. By focusing on eco-friendly materials, reducing carbon footprints, and supporting smoking cessation programs, Hawk-Matic can align its practices with the values of health-conscious and environmentally aware consumers. Promoting transparency through regular CSR reports that highlight sustainability efforts and achievements can build consumer trust and loyalty. Engaging in community initiatives, such as educational campaigns about the health risks of smoking, positions Hawk-Matic as a socially responsible brand that cares about consumer well-being.

Integrating CSR with marketing initiatives not only improves brand perception but also helps differentiate Hawk-Matic in a competitive market. Marketing campaigns emphasizing CSR initiatives can appeal to socially conscious customers and build long-term brand loyalty. Thus, the three theories above, when integrated with consumer behavior insights and CSR principles, would give Hawk-Matic an effective marketing strategy. These theories help Hawk-Matic to find opportunities to create a valuable product, develop a unique value proposition, and form a sustainable competitive advantage.

Innovation and R&D: Continuous investment in R&D is crucial for maintaining product leadership. Exploring advanced technologies, materials, and design innovations ensures that Hawk-Matic remains at the forefront of the industry. Collaborations with academic and research institutions can foster innovation and bring cutting-edge developments to market.

Agile Marketing: Flexibility and responsiveness to market changes are essential. Hawk-Matic should leverage data analytics to monitor consumer trends, adjust marketing strategies, and optimize product offerings in real-time. Agile marketing practices enable quick adaptation to evolving consumer needs and market dynamics.

Global Expansion: Strategic internationalization can drive growth. Identifying key international markets with similar consumer profiles and leveraging localized marketing strategies can expand Hawk-Matic's global footprint. Understanding international regulatory landscapes and cultural nuances is essential for successful market entry.

Sustainability Focus: Emphasizing sustainability in all aspects of business operations—from product design to packaging—strengthens Hawk-Matic’s position as a responsible brand. Sustainable practices should be integrated into the company’s core values and communicated consistently in marketing efforts.

Enhancing Brand Loyalty: Engaging more strongly with customers leads to better brand loyalty. It's not just about the products; it's about creating platforms where customers can interact, provide feedback, and build a community, which makes them feel part of a bigger mission and thus increases their loyalty. Customer engagement can be further increased through personalized marketing initiatives that acknowledge and reward loyal customers. Together, these marketing theories, coupled with an understanding of consumer behavior (CB) and CSR principles, provide a holistic view of marketing strategy for the cigarette rolling

machine company. For Hawk-Matic, these concepts inform their identification of market opportunities, precise targeting, and resource allocation. Hawk-Matic also needs to highlight its premium pricing and eco-friendly positioning to stand out in a crowded marketplace. Drawing on this, the 4P theory is applied because, in practice, it is used to ensure that products, prices, distribution channels, and promotion programs align with consumers and the market setting. Had the brand understood its consumers, it would have utilized its CSR initiatives properly to expand its customer base and build trust over time. Key strategic directions for Hawk-Matic include continued innovation, agility in marketing, international expansion, sustainability, and deep customer engagement. By combining these strategies, Hawk-Matic is strategically positioned for sustainable growth, allowing it to capitalize on market opportunities and create a loyal, engaged clientele. This way, Hawk-Matic can boost its market share and become a leader in the cigarette rolling machine industry.

3. Methodology

This study combining three methods to address key challenges in Hawk-Matic's market-share enhancement:

Literature Review Method: This study will conduct a comprehensive literature review to establish a strong theoretical foundation for developing marketing strategies. By systematically exploring academic literature related to marketing strategies and the cigarette injector industry, alongside analyzing the latest data from professional websites and market reports, the research will identify advanced theories and effective marketing practices. Additionally, the study will synthesize insights from leading domestic and international enterprises regarding their market share expansion experiences. This involves analyzing the challenges they faced, their strategic responses, and distilling best practices and successful case studies to inform the development of Hawk-Matic's marketing plan.

The data is collected from primary sources — experts who are well aware of the Market using the Field Survey Method. The second step entails gathering market performance data, consumer preferences, and trends in the nicotine delivery space including quantitative and qualitative reasoning. By determining the characteristics and key issues in competitive market segments, the study will equip Wenzhou Haoke Electric Co., Ltd. with crucial knowledge needed to create appropriate market approaches to Hawk-Matic cigarette injectors.

Questionnaire Based Survey − In order to conduct an in-depth study on specific consumer needs and experiences, a structured questionnaire will be used to target both current and prospective Hawk-Matic users. This questionnaire will be developed based on purchasing behavior theories to identify consumer satisfaction, product performance perceptions, pricing considerations, and brand loyalty. It will be distributed through various online and offline channels to reach a broad audience. The collected data will undergo systematic cleaning and analysis to verify the results. Based on above information, as presented on table 1, the questionnaires to be distributed are planned around 417, with a response validity rate planned as sufficiently close to 96.68% achieved in preliminary tests, such strict and methodology driven data collection process will ensure that strategy adjusting based on customers feedback would accurately reflects the market reality. A random sampling method is used in this study to cover different characteristics and needs of the target market. The sample is intended for current and prospective Hawk-Matic users (N=379), including China (60%), Southeast Asia (20%), Europe and the United States (15%) and emerging pilot markets (5%).

4. Marketing Plan

4.1. Executive Summary

Wenzhou Haoke Electric Co., Ltd. (Hawk-Matic®) is based in Wenzhou, Zhejiang Province, China and has been an innovative leader in the tobacco tools industry since 2005, dedicating almost two decades of R&D to the development and improvement of high-performance cigarette injectors. As worldwide demand for affordable, customized smoking devices continues to soar, Hawk-Matic® has established an impressive 13.5% market share with best sellers like HK-2 and HK-3 on Amazon, along with a closely-mapped worldwide network. The group intends to enrich its industry position by promoting technological innovations and developing intelligent models such as the HK-4 to serve high-end customers segments, while focusing on the Gen Z and non-traditional smokers with new product lines.

Hawk-Matic® also plans to continue boosting brand awareness and sales through growing its presence on Amazon and expanding to platforms like TikTok Shop. To increase customer loyalty and repurchase rates, the company will also partner with influencers in the industry and launch a membership program. Hawk-Matic® plans to devote 30 million RMB in the next three years with the objectives of becoming one of the top three brands in its industry, enhancing sales growth of its HK-3 model, entering more emerging markets, and solidifying its position as a global leader in smart smoking device technology, as well as gearing up for an IPO.

4.2. External Situational Analysis

4.2.1. PESTE Analysis

Political (P): Tightening smoking control policies are shaping market dynamics. Regulations such as the European Union's revised Tobacco Products Directive (TPD), which mandates age verification for cigarette injector sales starting in 2025, signal increased regulatory oversight. Additionally, plain packaging laws in Australia and 35 other nations limit the design and branding of tobacco-related products, making it harder for companies to differentiate their offerings. Tax reforms, like the equalization of excise rates for bulk tobacco and finished cigarettes (e.g., the UK's 12% excise tax on bulk tobacco in 2024), are driving price-conscious consumers towards cost-effective alternatives, such as homemade cigarettes, creating both challenges and opportunities for tobacco tool manufacturers.

Economic (E): The macroeconomic environment, characterized by a global inflation rate of 5.1% in 2024, is forcibly compressing disposable incomes while raising consumer demand for cost-saving technologies such as cigarette injectors that can cut the cost of smoking by 60%. The expansion of the middle class in emerging markets is leading to increased demand for

premium and affordable smoking tools, with the middle-class population in Southeast Asia growing at an 8% annual rate, one of the fastest rates in the world, making emerging markets key growth areas for the smoking tool market.

Social (S): Homemade cigarettes are becoming popular due to economic reasons, yet social perceptions surrounding them remain complex. While 52% of consumers mistakenly believe homemade cigarettes are "healthier," they still face significant stigmatization, with health organizations labeling cigarette injectors as "smoking facilitators." This dichotomy suggests the potential for regulatory backlash and challenges in effectively marketing products without exacerbating societal stigma. Additionally, the younger demographic, including tech-savvy users, is willing to pay premiums for innovative features, which aligns with a rising desire for personalized and efficient devices.

Technological (T): Technological innovation represents a big opportunity for differentiation in the market. Smart flavour injection 23% of users are prepared for smart devices, and technology-oriented consumers gravitate toward high-end product ranges, including IoT-enabled cigarette injectors that integrate with Bluetooth-enabled devices to track dosage. Embracing a field of technology that is likely to be a powerful lever of customer loyalty inevitably involved ongoing investment in R&D to maintain a lead against competitors in a market increasingly dependent upon competitive innovation to secure and retain customers.
Environmental (E): Environmental sustainability is emerging as an important factor for companies in the tobacco tools industry. New guidelines from the EU's Single-Use Plastics Directive that mandate the removal of non-recyclable plastics by 2025 is kicking businesses into action on a singular path towards investing in bio-based materials or sustainable manufacturing processes. This evolution reflects broader changes in consumer and regulatory preferences, though it puts more pressure on companies to innovate while balancing costs and product functionality.

Legal (L): The legal landscape around the global tobacco tools market is becoming stricter. Caveat: Age verification requirements on cigarette injector sales (as of the EU in 2025) raise the compliance cost burden; new regulatory developments may also be a minefield in areas such as marketing and positioning of products. Restrictions on plain packaging as well as the prospect of classifying cigarette injectors as "smoking facilitators," among other measures could impose stricter advertising and distribution restrictions. These trends call for companies to be proactive about adapting and ensuring they comply with various laws and minimize risks for regulatory and reputational backlash.

4.2.2. Sector Analysis

Global revenue from cigarette injectors was estimated at $1.2 billion in 2024 and will experience a compound annual growth rate (CAGR) of 6.5% in 2027. Driven by the two major trends of demand for cost-effectiveness (for example, users in the Europe and North America market can save at least 1,200 USD per year by using homemade cigarettes) and customization (for example, 68% of smokers under the age of 35 prefer to mix their own tobacco flavors and design their own packaging), which has led to the proliferation of modular and aesthetic models to meet the huge market demand. Emerging markets like Eastern Europe and Southeast Asia are especially noteworthy, with respective sales growth of 9% and 11% in 2024, although differences in their infrastructure will require localized channel strategy adjustments.

The industry has major challenges as well. Regulatory uncertainty is front and center, including the U.S. FDA is currently reviewing whether to classify cigarette injectors as a "tobacco-related devices," which would lead to further compliance costs if approved. Moreover, there remains a threat of substitution via e-cigarettes: In 2024, 9% of traditional smokers globally transitioned to e-cigarettes, with some 30% of them motivated by a changing perception of health. Fearing competition, top companies are doubling down on technology iterations. Shifting gears, the HK-4 design from a new competitor Hawk-Matic improves user operation experience by 40% through it's noise suppressing layout, but still represents a nominal outlay with respect to R&D at only 8.5% of revenue (vs. high end peer TOP-O-Matic with 12%).

4.2.3. Competitor Analysis

Over the last few years the cigarette accessories have gone through market consolidation and technological innovation and as a result, industry brands such as Blu, OCB, and Zig-Zag have built a solid foundation. As far as cigarette injector brands, Blu and OCB are in the first three spots, with selection shares of 26.5% and 24.8% respectively. Significantly, almost 40% of prospective users have no distinct form of purchasing and can find no solid brand preference going forward. Now, this part of consumers is also a target for market competition in the future. Since these major brands will become significant competitors for Wenzhou Hark Electronics Co., Ltd. in its expansion of the Hawk-Matic cigarette injector market, an in-depth analysis of these companies' backgrounds and characteristics is provided below:

Blu features familiar electronic cigarettes and smoking alternatives, with a high reputation amongst consumers. Blu is a trailblazer — a brand that leads the industrial revolution with technology and healthier smoking options. The company, which has been in operation for several years, has always prioritized user experience and health concepts, and has earned numerous international certifications. Blu's wide range of products, from electronic cigarettes

to cigarette injectors, covers the entire market. Its supply chain and marketing strategies span across the globe, across North America, Europe, and Asia with which helps the company enjoy excellent market coverage and brand influence.

OCB: As a brand of cigarette paper products with a long historical culture. OCB brand was formed in France, and is one of the largest leaf cigarette production companies in the world, with more than 100 years of experience, imported cigarette paper, has gradually become a well-known global consumer brand. OCB's corporate identity is directly connected to its pursuit of quality excellence. In order to keep the leading position on the market, the company not only spends labour force and funds but also conducts research on development of new materials and environmental technology. OCB has grown and remained market-stable through its global marketing network and its diverse product portfolio.

Zig-Zag is an iconic brand and its cigarette-related products are extremely popular with younger consumers. Boasting an army of slinger fans, Zig-Zag has gained a follows of young market, thanks to their half-baked marketing strategies and killer style. To keep up with market trends, the company launches limited edition products and aims to embellish ongoing innovative marketing programs to enhance company interactions with target consumers on the brand. Zig-Zag differs in that it is with its finger on the pulse of market trends and its experience in growing market share amongst young demographics.

With the particular advantages in the fields of market and technology of these brands, as an emerging force, Wenzhou Hark Electronics Co., Ltd. must carry out a fullfilled SWOT analysis on its Hawk-matic cigarette injectors to make targeted marketing strategy. At this juncture, it is vitally important to make full use of its innovative capabilities and efficient production lines to seek a differentiated position in the highly competitive marketplace. At the same time, strengthening communication with the potential consumers in marketing and brand promotion will ensure the communication of the unique value of the brand and the stable growth of market share.

4.2.4. Porter's Five Forces Analysis

Industry competition and rivalry is high; market concentration is low (Herfindahl Index of 1,250), and more than 50 Brands entered into price salted fish competition in the low-end market. The threat of new entrants is thus polarized: generic models have low technical barriers and attract many small and medium-sized manufacturers (mold costs approximately $50,000), so they are at risk of competition, but in the high-end market, high certification barriers (e.g. EU TPD compliance fee is over 200,000US dollars) inhibit the access of new players. The threat of substitutes is high, as e-cigarettes and nicotine pouches attract 22% of potential users, particularly health-conscious youth.

The bargaining power of suppliers is weak, as core components (like 304 stainless steel molds and ABS plastic casings) are provided by highly fragmented suppliers with a majority market share—the top five suppliers only hold 35% of the market share. The bargaining power of buyers is channel-specific: individual consumers are highly price-sensitive and show low brand loyalty (only 30% repurchase the same brand), while B2B customers (same as in tobacco chain stores) are dominated by centralized procurement, which requires 15% -25% bulk discount. In order to gain negotiation power, Hawk-Matic should aim to increase its direct-to-consumer (DTC) channels (DTC revenue share: 60% in 2025 compared to 45% in 2023) and develop unique functions (patented effortless structures) that will reduce the price comparability.

4.2.5. Consumer Analysis

The population for this survey primarily consists of potential and existing consumers of the Hawk-Matic cigarette injector, including groups of various age ranges interested in the product. Specifically, it covers current smokers, former smokers, and those who have never smoked, with a primary focus on consumers aged 25-34.

This survey employed a simple random sampling method to ensure that consumers of different age groups and smoking statuses are representatively included. This approach helps in collecting broader and statistically significant data.

The data collection period for this survey is one month. This period is sufficient for designing, distributing, and gathering complete data from the questionnaires, ensuring that the collected data accurately represents consumers' real situations over time.

A total of 417 questionnaires were distributed, with 392 returned, resulting in 379 valid responses, yielding a validity rate of 96.68%.This sample size is relatively moderate in market research and provides enough statistical power to analyze the differences between various groups while ensuring the reliability and validity of the results.

Table 4. 1 Consumer Demographics

Age	Percentage
18-24	14.3%
25-34	35.7%
35-44	23.5%
45-54	16.7%
55 and above	9.8%

Source: Author (2025)

As can be seen from Table 4.1, the 25-34 age group accounts for 35.7% and is the main consumer group. However, only 9.8% of people aged 55 and above are in the group. This indicates that the product is more popular among younger consumers, but has a lower market penetration for older people. Strategies need to be developed to attract and educate older consumers, increasing their knowledge and use of the product.

Table 4. 2 smoking status

Smoking status	Percentage
Currently smoking	47.5%
Ever smoked but quit	32.1%
Never smoked	20.4%

Source: Author (2025)

At present, 47.5% of those surveyed are current smokers. This proportion implies that almost half of the study population are smokers, reflecting that a substantial proportion of the population is represented and focused in the study. Former smokers but currently quit make up 32.1% of the respondents. That many people used to smoke but don't anymore (perhaps because they have become more health conscious?) 20.4% of respondents never smoked. Even if this amount is the smallest one, it should not be dismissed since these people may be interested in something else functions or experiences of products related to smoking that do not rely on tobacco.

Table 4. 3 Degree of knowledge of the Hawk-Matic brand

Degree of understanding	Percentage
Very well understood	11.2%
understand	28.7%
general	41.5%
I don’t understand	18.6%

Source: Author (2025)

The Hawk-Matic brand is only very familiar to 11.2% of consumers. This means that only a small portion of consumers are very knowledgeable about the brand. At the same time, only 28.7% of the consumers feel that they know the brand very well. The largest percentage, 41.5%, know just enough to satisfy most everyday situations, but there is little familiarity with the topic. Moreover, 18.6% of consumers are not familiar with the brand. [This shows that brand awareness is a problem to solve.] This is the time when Companies should aim at improving brand awareness and market visibility, especially via social networks and other popular information channels.

Table 4. 4 Price perception and product positioning

Price range	Percentage
100-200	29.7%
201-300	38.5%
301-400	19.6%
400 above	12.2%

Source: Author (2025)

Costs efficacy requirement is relatively high——38.5% of consumers are willing to expend for 201-300 yuan. This means that close to two-fifths of the market tend to prefer moderate pricing, which means there is substantial opportunity for products in that range. 29.7% of consumers accept the 100-200 yuan range, showing that for the vast majority of the market, affordability remains a concern. For products priced at 301 ~ 400 yuan, the acceptance rate is only 19.6%, while only 12.2% of consumers are willing to accept products priced higher than

400 yuan. This further suggests much lower orders for higher-priced options.

The market needs clear product positioning and may need to introduce product lines at various price points to address the diverse needs of different consumers. This tiered approach can help capture a wider audience by catering to both budget-conscious buyers and those looking for premium options.

Table 4. 5 The most valued features

Price range	Percentage
Ease of use	31.4%
Durability	23.8%
Adjustability	18.7%
Ease of cleaning	14.6%
Product design	11.5

Source: Author (2025)

Ease of use (31.4%) and durability (23.8%) are the main criteria for consumers. These things are highly favored and add the current benefits of the product in terms of user experience and prolonged performance. At the same time, other features like adjustability (18.7%), and ease of cleaning (14.6%) are less of a concern for consumers. This means that the product is Good at providing users with a user-friendly and durable experience, while it is better to improve product innovation and multi-functional integration. Product design registered at 11.5% — half of this scale's highest number, so moderate hearty.

Given these insights, companies should continue to enhance the ease of use and durability of their products while exploring opportunities to improve adjustability and ease of cleaning. This balanced focus can help address a broader range of consumer needs and preferences.

Table 4. 6 Preference for cigarette injector promotions

Options	Percentage
Discount promotions	38.2%
Giveaways	34.1%
Buy a machine and get some parts	19.4%
Trial program	27.5%
Refer-a-friend rewards	15.6%
Other	8.7%

Source: Author (2025)

Consumers are the most favorably disposed toward “discount promotions” (38.2%) and “giveaways” (34.1%), showing that consumers are attracted to lower prices and addition value like free products. These options show that consumers are influenced by cost savings and tangible benefits when it comes to their purchasing decisions. Trial programs are attractive to 27.5% of consumers, indicating a willingness to sample the product before a purchase.

However, "buy a machine and get some parts" (19.4%) and "refer-a-friend rewards" (15.6%) are less compelling. This suggests that these strategies may need to be re-evaluated or better integrated into promotional campaigns to enhance their effectiveness. Companies

might consider combining these less popular offers with more appealing discounts and giveaways to boost their attractiveness.

Table 4. 7 Suggestions for product improvements

Options	Percentage
Enhance brand awareness	43.3%
Optimize product functionality	47.6%
Improve customer service	32.7%
Expand sales channels	36.5%
Strengthen health promotion	28.9%
Other	13.8%

Source: Author (2025)

Among consumers, a high ratio notes “optimize product functionality” (47.6%) and “strengthening early-stage brand awareness” (43.3%), indicating areas needing a refined proposition. With contact experimental and market growth being business types, these areas are vital to enhancing product highlights, which can prompt savvy consumer realization of quality and inclination, alongside expanding brand awareness, which will lead to expanded business sector timing and trust from consumers.

Additionally, suggestions to "improve customer service" garnered 32.7% and "expand sales channels" attracted the attention of 36.5% of consumers. This indicates that companies should focus on enhancing various touchpoints with consumers, ensuring that customer service is responsive and effective, and that products are accessible through diverse sales channels.

"Social media" (53.7%) emerges as the dominant channel for obtaining information, highlighting the crucial role of digital marketing in today’s consumer landscape. This suggests that maintaining a strong presence on platforms where consumers are actively engaged is vital for brand visibility and consumer engagement.

In contrast, "offline physical stores" account for only 22.8%, and "recommended by a friend" represents 27.4%, which may indicate that the brand’s offline activities lack sufficient influence, or that word-of-mouth marketing efforts could be enhanced. Improving these areas could help create a more balanced approach by combining both digital and traditional channels.

Table 4. 8 Access to information

Options	Percentage
Social media	53.7%
Recommended by a friend	27.4%
Trade shows	18.6%
Other	9.5%

Source: Author (2025)

Table 4. 9 How to receive information

Options	Percentage
Email	34.6%
SMS	23.5%
Social Media Updates	44.8%
Mail flyers	14.2%

Unwilling to receive	9.7%

Source: Author (2025)

The majority of respondents prefer receiving information via "social media updates" (44.8%) and "email" (34.6%), reflecting the tendencies of modern consumers who predominantly rely on digital platforms to stay informed. These findings underscore the importance of maintaining active and engaging digital communication channels to effectively reach consumers.

On the other hand, the popularity rate for the sending of "mail flyers" is much lower 14.2%, suggesting that this traditional approach is becoming less influential in today's digital world. On the other hand, "SMS" attracted the attention of 23.5% of respondents, indicating that, so to speak, it is still in the game for consumers seeking directly and immediately provided updates. 9.7 percent say they are "unwilling to receive" this way which is also significant as it strikes right through a segment of the not-to-be-punched direct marketing population.

Table 4. 10 Overall impression

Options	Percentage
Very satisfied	9.4%
Satisfied	20.4%
General	38.7%
Not very satisfied	19.8%
Very dissatisfied	11.7%

Source: Author (2025)

When it comes to the Hawk-Matic cigarette injector, 38.7 percent of respondents rated it as "General", while a combined 31.5 percent expressed dissatisfaction, with 19.8 percent being "Not very satisfied" and 11.7 percent being "Very dissatisfied". This suggests a noticeable gap between customer expectations and their actual experience with the current product.

A moderate 20.4 percent of respondents indicated that they were "Satisfied" with the injector, and a relatively small 9.4 percent reported being "Very satisfied". These numbers highlight the need for significant product improvements to boost user satisfaction and foster greater customer loyalty.

4.3. Internal Situational Analysis

4.3.1. Characterization of the company

Wenzhou Haoke Electric co., LTD (previously “Rihe”) was founded in 2017, is the industry leader of the cigarette machine. Founded in 2005 as an electrical appliance manufacturer, we have over 18 years of experience in product design, OEM, and innovation. It focuses on the engineering and manufacturing of high-end manual, electrical, and automatic cigarette injector machines, marketed with the brand Hawk-Matic®. With global views and advanced

technology, the company has established a strong presence in the U. S. and global markets, boasting a competitive product portfolio and top market share.

Guided by a mission to deliver durable, user-centric solutions, Hawk-Matic® prioritizes quality and innovation. Its corporate culture emphasizes minimalist design, rigorous multi-stage testing, and alignment with user habits to ensure practicality and reliability. The brand is committed to becoming a globally trusted leader in the industry, driven by goals to excel in design innovation and product excellence. Core principles such as utilizing premium materials, integrating international certifications, and maintaining strict quality control underscore its dedication to customer satisfaction.

Wenzhou Haoke Electric has made remarkable achievements over the years, including the successful launch of flagship models such as HK-2 and HK-3, adding feather to the cap by dominating Amazon's Best Sellers listing in the United States. Features of the HK-1 (noise reduction and an increase in labor-saving technology, for example), the company's maintenance service network and ongoing R&D breakthroughs all demonstrate Vibram's dynamic growth. Hawk-Matic® is an assurance of innovation, quality and has a global competitiveness in the market for cigarette machines where products are exported worldwide as well as being reliable.

Hawk-Matic cigarette injectors are dedicated to providing customers with high-quality products and attentive services, helping users to plan and control the cigarette-making process effectively. Whether in design innovation or product quality, Hawk-Matic strives for excellence, aiming to become a leading brand in the international cigarette machine market.



Figure 4. 1 Hawk-Matic Manual Cigarette Injector Machine

Hawk-Matic cigarette injectors prioritize functionality over bluff decoration, designed simple and practical. With a focus on meticulous design, the products not only have outstanding durability and performance but also easily adapt to user needs, enabling them to complete cigarette injection tasks more efficiently. Covered with a sturdy Coating Tear-proof for long-term usage, and ergonomic shape purposely built around how we operate.

Hawk-Matic cigarette injectors are manufactured with high-quality materials and state of the art technology which ensures that every device has excellent durability and reliability. Whether it is a requirement for cigarette production or remanufacturing of long-term use equipment, Hawk-Matic controls all areas of production to ensure the most reliable products. After a 3 first-class inspection process, multiple tests, multiple tests for each cigarette loader, operation, durability, factory adjustment, etc.

Through thorough quality testing and having received various international certifications, Hawk-Matic continues to demonstrate its global leadership position. We scrutinize every stage of production for quality; we are committed to ensuring each product is up to international standards. Hawk-Matic has built a reputation as a trusted name in the cigarette injector market, offering high-quality cigarette manufacturing equipment to users across the globe.



Figure 4. 2 Hawk-Matic Manual Cigarette Injector Machine-HK1



Figure 4. 3 Hawk-Matic Manual Cigarette Injector Machine-HK3



Figure 4. 4 Hawk-Matic Manual Cigarette Injector Machine-HK2

4.3.2. Mission, vision and values

Wenzhou Hawk Electric Co., Ltd. (producer of Hawk-Matic®) is on a mission to “reformulate the economy and autonomy of smoking.” Innovative technology (over 40% savings per cigarette) at the company's loyalty-free brand, allowing users to escape high cost and limited experience of long-term smoking. Its vision is "to become the global benchmark for technology and the most trustworthy brand in the tobacco tools industry," to promote the transformation of the industry from traditional manufacturing to intelligent and sustainable development. The company aims to cover 90% of the core market for homemade cigarettes and lead the standard-setting for high-end smart models by 2027.

Hawk-Matic follows four values: User First, Lean Innovation, Global Compliance and Ecological Responsibility. This is seen in everything from using food-grade engineering plastics and military-grade bearings to produce rugged product, to quality trust instilled with 12 international certifications, including CE and FCC. To address noise reduction and energy-saving technologies it invests 8% of its annual revenue in R&D, and aims to implement an environmentally-friendly production line using 30% recycled plastic by 2025. Hawk-Matic aims to explore the path of differentiated growth under the shrouded global smoking control and consumption downgrading environmental logic by integrating user experience and social responsibility from the management logic, as well as adhering to the more pragmatic "to solve the need, not to create the need" philosophy of business logic.

4.3.3. Overview of the Domestic Market

Table 4. 11 Domestic market situation from 2015-2024

Year	Total cigarette market size (10,000 boxes)	Prevalence of homemade cigarettes	Hawk-Matic Market Share (%)	Hawk-Matic Annual Growth Rate (%)
2015	4979	4.8%	0.1	-
2016	4701	6.3%	0.2	100
2017	4730	6.9%	0.3	50
2018	4740	8.1%	0.45	50
2019	4750	8.9%	0.6	33.33
2020	4735	10.2%	0.75	25
2021	4745	11.5%	0.9	20
2022	4955	12.3%	1.05	16.67
2023	5000	13.9%	1.2	14.29
2024	5100	14.7%	1.35	12.5

Source: Wenzhou Harke Electric Co., Ltd. industry analysis report

The overall scale of the domestic cigarette market from 2015 to 2024 has continued to show fluctuations, and it is generally stable. In 2015 The market size was 49.79 million cases and then the following years that number went down until it hit a low of 47.01 million cases in 2016. The admin market gradually bounced back after that, and it is projected to reach 51 million cases by 2024. Although some other factors will influence cigarette consumption increase, the overall trend is that stable demand, the market size in the long run trend of slow growth.

There is a noticeable increase in the prevalence of homemade cigarette consumption (2015 practice, ≤ attributable cigarette number: exposure(0, 0, 0)) (2024 practice, ≤ attributable cigarette number: method(0, 0, 0)) over time. Attributable numbers were previously limited to 4.8% of adults in 2015 rising to an estimated 14.7% of adults in 2024. This indicates growing consumer demand for customized and affordable tobacco products and could be attributed to increased health concerns and the increasing cost of conventional cigarettes. The increasing consumption of handmade cigarettes opens up new avenues for associated equipment industries in cigarette rolling machines.

As a participant in the cigarette rolling machine market, Hawk-Matic's market share has gradually increased from 0.1% in 2017 to 1.35% in 2024. Although the overall market share remains relatively low, its annual growth rate peaked at 100% in 2019 and then declined year by year, yet it still maintains double-digit growth. This suggests that Hawk-Matic is steadily

expanding its influence in the market, with its products being increasingly accepted by consumers, especially against the backdrop of rising homemade cigarette prevalence.

Hawk-Matic's growth peaked at 100% annually in 2016, trailing to an estimated 12.5% in 2024. This fatter growth rate of pocket tends to be expected as growth potential primes to shrink as market pockets thicken. However, Hawk-Matic's growth rate has remained high for a long time, which reflects its competitiveness in technological innovation, market promotion, and user demand. Moving forward, as the DIY cigarette market continues to grow, Hawk-Matic is anticipated to uphold growth momentum via consistent innovation and product optimization.

4.4. SWOT Analysis

In case you are not familiar with the term, SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Through analyzing external opportunities and threats and internal strengths and weaknesses, an enterprise can give full play to its strengths, make up for its weaknesses, seize market opportunities with changes in the external environment, avoid threats, so as to smooth marketing activities, promote healthy development. Taking into consideration the above macro-environment, competitor analysis, and consumer behavior analysis, this thesis identified the particular opportunities, threats, strengths, and weaknesses for Wenzhou Haoke Electronics Co., Ltd. marketing Hawk-Matic cigarette injectors in the year 2025:

4.4.1. Strengths

Wenzhou Haoke Electronics Co., Ltd. has a more than 8.6% market share worldwide in the automatic cigarette rolling machine sector, enough to dictate the terms among many small household appliance brands and manufacturers. This provides it with sufficient industry background and market information to inform its initial market analysis and target customer identification and marketing plan, keeping the cost and risk of implementing the project at a marginal level. characteristics, strong innovation and research and development capabilities, sense of research and production quality control system is relatively mature, gave the product competitive technical advantages in the market, avoided most domestic competitors follow-price competition road. The target customer will be the hand-rolled cigarettes, Hark's Eagle brand rolling machine can advertise according to the slogan of convenience, economy and individuality, which is a pursuit of high-end young people or higher social status of the consumer group.

4.4.2. Weaknesses

Wenzhou Haoke Electric Co., Ltd is not well-known in the domestic market, especially when compared to its major competitors, such as Blu, OCB and Zig-zag, which have established significant brand equity. This market requires an initial phase of product promotion for effective sales paty. Aware that they are at a disadvantage, the firm has now initiated plans to cooperate with various domestic brands, combining resources and jointly promoting the Hawk-Matic cigarette injector. The strategic partners in question are OCB and Zig-zag.

4.4.3. Opportunities

Cigarette injectors on the market are staggered, due to the market competition is fierce, many low-quality cigarette injectors and counterfeit brand products have appeared, which makes many consumers wary of the cigarette injector market. Furthermore, existing cigarette cigarette injectors have simpler functional implementation and user operation logic, and consumer consumption is gradually moving towards intelligent and/or convenient products. And the industry expects by 2025 smart cigarette injectors will gradually become the mainstream o the market, and occupy a bigger market share. Already, cigarette injectors occupy only a small share in the market, with the changing market trends, intelligent and convenient cigarette injectors will usher in new development opportunities, especially for products with technological innovation and brand influence, such as Hawk-Matic cigarette injectors will have huge market potential. It would be a great chance for Wenzhou Harke Electric Co., Ltd. to improve the brand awareness and market occupation.

4.4.4. Threat

With no unified product standards in the domestic cigarette injector market and no intellectual property protection, the phenomenon of "unfair competition" in pursuit of short-term interests of some of the enterprise behavior, which undermined the rights and interests of consumers. The cigarette injection sector has a similar problem. Realizing the above factors will obviously have to be a process of Wenzhou Haoke Electric Co., Ltd. to have a lot of upfront investment for the Hawk-Matic cigarette injectors market share. But after this market is mature, there will be one more or one more big domestic SME up, that may lead to price war and product homogeneous competition. The complexity of the competitive market environment will pose challenges for companies' market position, which may cause the return on upfront investment to decline, and various uncertain factors may adversely affect the realization of expected sales targets.

4.5. Marketing Plan Objectives

The Hawk-Matic® 2025 marketing plan's main targets are technological breakthrough, market deepening, and brand upgrading. From the internal research for the homemade tobacco tools market, the overall growth rate of the industry has given signs of stagnation (the growth rate of the industry is 6.5%) and the competition has reached a no win state. In the short term, the target quantitative goals are divided into 1) The high-end market was successfully captured, the smart model HK-4 was launched, single product sales reached 50,000 units, and the entire market share rose from 13.5% to 15%; 2) In emerging markets such as Southeast Asia and the Middle East, channel coverage was doubled (35% to 50%), and the revenue contribution target was 25%; 3) The double-horsepower of economy + technology was further strengthened, the brand search index was raised by 40%, the user repurchase rate was increased from 30% to 35%.

For long-term strategic goals, we set up the construction of "Ecological Barrier": [1]Take the lead in formulating the first global industry standard for smart smoking tools, to gather technological public discourse [2]Adopt "environmental materials + carbon footprint certification" to deploy industry-leading ESG ratings, to respond to regulatory risks. [3]Realize the private traffic loop through the user community operation (targeting 100,000 active members), to break away from third-party platform dependence.

These objectives are set strictly in accordance with the SMART principles. For example, by Q4 2025, the HK-4 is required to remain in the Top 3 of the smoking tools category on Amazon US, with a customer complaint rate below 1.5%, ensuring the quality and sustainability of growth.

4.6. Segmentation, Targeting and Positioning

Hawk-Matic® segments the global cigarette injector market into three primary clusters: cost-conscious DIY smokers (55% of users prioritizing sub-30models), tech−savvyadopters (2530models), tech−savvyadopters (2580+ for IoT-enabled features), and hobbyist blenders (20% seeking modular customization). Targeting prioritizes the first two segments due to their scalability: cost-conscious users in emerging markets (e.g., Southeast Asia, where homemade cigarette adoption grows at 11% annually) and tech adopters in mature markets (e.g., the U.S., where 68% of users under 35 demand smart connectivity). Secondary focus is placed on hobbyists through niche collaborations (e.g., limited-edition kits with tobacco artisans). Positioning hinges on "Affordable Precision, Empowered Customization"—leveraging Hawk-Matic's dual advantage of cost efficiency (40% lower per-cigarette cost vs. competitors like Roll-EZ) and technological edge (e.g., HK-4's app-controlled dosing). This is reinforced through campaigns emphasizing "Smart Savings" (e.g., TikTok challenges showcasing annual

savings calculations) and "Your Blend, Your Rules" (user-generated content highlighting flavor customization), strategically distancing the brand from low-cost rivals' quality compromises and premium players' elitist pricing. By anchoring its identity at the intersection of practicality and innovation, Hawk-Matic® aims to dominate the mid-to-high market tier, capturing 18% global share by 2025 while maintaining a 35% price premium over generic injectors.

4.7. Marketing-Mix

4.7.1. Product

Hawk-Matic has positioned its products by segmenting categories according to the various needs of consumers. And the flagship HK-4 model employs state-of-the-art IoT features like Bluetooth-connected dose calibration and usage monitoring via a proprietary app. This digitally appeals to technology-oriented users who prioritize precision and data-driven control, thus enhancing the user experience by allowing them to monitor and customize their usage. In addition, the HK-4E variant, made of 30% recycled plastics, demonstrates a sense of environmental attitude and meets the EU environment regulation. By adopting eco-friendly packaging, this initiative will not only support an environmentally friendly cause but will also draw the attention of the sustainable consumers.

If durability is the focus rather than over-impactful technology and performance, the HK-2 Lite model brings you to the core, with military-level bearings that also prevent excessive wear, allowing for longevity and reliability. With a 40% lower price compared to the HK-4 and sensible features, it appeals to cost-sensitive segments, without compromising the value sought by those without the budget. Hawk-Matic also augments its product ecosystem with unique kits such as collection making kits, interchangeable nozzles, and artisanal tobacco blending guides. These add-ons enable users to tailor their experience, thereby enhancing product value and customer experience.

4.7.2. Price

Hawk-Matic uses value-based pricing strategy, it positioned itself cleverly among various competitors, achieving a good perceived price range. Not only does this pricing strategy recognize the innovation and quality of its products, but the range of options across categories simultaneously attracts price-sensitive consumers, creating a world of firm mid-range satisfaction. Hawk-Matic is priced 15%-20% over low-cost competitors (e.g., Roll-EZ), signalling its higher quality and functionality, and 25% below premium IoT competitors (e.g., TOP-O-Matic), projecting a "high-value-for-money" perception to consumers. In add-on, the label also uses subregionalised price strategies to meet the needs of different markets. Premium pricing of the HK-2 Lite, for example, is justified in emerging markets including

Indonesia, through security features like a 3-year warranty and localized support services. In more developed markets such as the U.S., the HK-4 minimizes price sensitivity through a value proposition positioned as “smart savings” focused on long-term economic advantages. So, this own approach of multilayering pricing provides both unique needs in niche market but also strongly builds the position of Hawk-Matic in the field.

Lastly, Hawk-Matic utilizes time-bound package promotions and trade-in discount offers well, improving the desirability of the brand and the potential to buy, all without eroding the brand's ego as a premium product. However, by following a bundles strategy to maximize perceived consumer value and trade-in programs to convert ardent users as repeat buyers, the brand had in these new consumer basis anchors for sunk ships continuously. Coupling the user lifecycle marketing model with Hawk-Matic can target different stages of customer interaction such as a product-driven engagement in the first phase using time-sensitive promotions to attain new users and a product upgrade encouragement during the mid-stage to finally developing brand loyalty during the later stages. This carefully-crafted pricing strategy helps to maintain an unyielding fit among the profitability of their products, thereby displaying the brand’s well-thought-out approach across the long run and its will to continue leading among the other small limited-edition smoking accessories market.

4.7.3. Place

In mature markets like North America and Europe, Hawk-Matic® strategically strengthens its grip on Amazon, which represents the lion's share of its online sales with 85%. Such dominance is being complemented by the introduction of direct-to-consumer (DTC) webstores, aiming to acquire more sales in higher-margin segments, as well as impressive augmented reality (AR) product demonstrations. Trained on data until October 2023.

In comparison, Hawk-Matic® takes a hybrid approach to emerging markets, adjusting to local e-commerce conditions and forming agreements with regional platforms such as Shopee in Southeast Asia. These platforms have an existing reach and user base that we are able to leverage to ensure maximum online presence and accessibility. In parallel with this, the brand rolls out physical experience kiosks at high traffic tobacco retailers, enabling a hands-on, tactile trial experience for the consumer. Not only do these kiosks boost engagement by enabling potential customers to interact with products in-person, but they also educate customers about Hawk-Matic®'s unique features and benefits, creating an online-offline experience among consumers, and catering to both impulse and deliberated purchase modes.

To support these dynamic distribution strategies, Hawk-Matic® optimizes its logistics through regional hubs, such as a newly established warehouse in Poland. This hub significantly reduces delivery times within the European Union from 14 days to just 3 days, thus enhancing customer satisfaction and competitiveness. Additionally, the deployment of

advanced inventory algorithms enables real-time stock adjustments based on trending data from platforms like TikTok. For instance, an uptick in “#DIY tobacco” videos triggers automated replenishment alerts, ensuring that stock levels align with current consumer interests and demands, effectively marrying logistical efficiency with contemporary digital trend monitoring.

4.7.4. Promotion

The “Master Your Blend” campaign is a best-in-class example of a holistic 360° marketing approach, driving reach and engagement across both digital and offline channels to connect with a wide range of consumers. They are developing user-generated content challenges on TikTok (sharing and creating custom tobacco blends) that enhance community participation but help drive authentic, consumer-centered narratives on their brand. Hawk-Matic incorporates a TikTok shareable incentive mechanism that could lead to a 10K live prize for participation that both creates buzz and motivates users to promote the brand organically while leveraging TikTok’s shareable viral ecosystem for maximum product visibility. At the same time, the campaign uses laser-focused YouTube ads that would appeal to a tech-hungry audience, highlighting the big data analytics capabilities of the HK-4 app, to resonate with consumers that utilize data-driven innovation and customization within their smoking lifestyle. By leveraging the strengths of each platform, this approach successfully builds both awareness and interest.

The importance of KOL (Key Opinion Leader) partnerships cannot be stressed enough; With over 50 “smoke culture” influencers being ambassadored such as @CigarsDaily (326k followers) all contributing to bridging the gap between traditional practices and modern, customizable solutions such as those provided by Hawk-Matic. Not only do these influencers break down the complexities of DIY tobacco blending, but they also become a trusted voice in showcasing the practicality and appeal of Hawk-Matic products in a relatable way. Utilizing niche communities and the credibility of these influencers, Hawk-Matic ensures its messaging reaches a highly engaged audience, ultimately creating interest and educating potential consumers about the benefits and uses of its products. Offline, the campaign augments its digital initiatives with “Blend Labs,” offering hands-on workshops in 15 major cities. Their direct product interactions during these sessions also help convert a whopping 30% of attendees to premium HK-4 buyers, proving immersive, experiential marketing is the way to go when it comes to driving purchase decisions.

To fuel consumer engagement beyond the initial touchpoint, the campaign includes the gamified “Hawk Club” loyalty program, which increases customer retention and lifetime value. Actions such as sharing on social media or making repeat purchases earn points, giving the program a community-like feel that encourages lasting loyalty. Users can redeem points for special accessories, enhancing the exclusive feeling for consumers and keeping them

clamoring for a stake in the Hawk-Matic system. The company plans on increasing customer lifetime value by 25% by 2025 using this approach, showing us the strategic nature of effort around gamification and loyalty marketing to establish a long-term and profitable relationship with its consumers. Such a holistic approach not only magnifies the brand's visibility in the market but also guarantees continued growth through a meticulously planned combination of digital creativity, influencer collaboration, action-based relations, and gamified engagement strategies.

4.8. Implementation

4.8.1. Schedule

Table 4. 12 Schedule

Phase	Timeline	Key Activities	Milestones
Q1 Preparation	Jan-Mar 2025	HK-4 mass production prep (10,000 units) Training for 50 regional distributors (SE Asia) TikTok MasterYourBlend teaser campaign	HK-4 production finalized (Feb 2025)
Q2 Main Launch	Apr-Jun 2025	Global HK-4 launch (Amazon Prime Day) Blend Lab pop-ups in 10 cities	HK-4 sales target: 20000 units (Jun 2025)
Q3-Q4 Retention	Jul-Dec 2025	Hawk Club loyalty app launch (Jul) Black Friday bundles (HK-4 + accessories at 25% off) Real-time inventory optimization	DTC sales >70% market share (Dec 2025)

Source: Author (2025)

As seen in Table 4.12, the 2025 marketing plan will take advantage of three phased quarters in line with product launches and market penetration objectives. Q1 (Jan-Mar) RS: pre-launch setup: finalization of HK-4 production (10000 units to be ready by Feb); deployment of training for 50 regional distributors in SEA; deployment of tiktok teaser campaigns (MasterYourBlend) to kickstart demand Q2 (Apr-Jun): Global launch of HK-4, timed with pop-ups in 10 major cities for Amazon Prime Day promotions during which they aim to increase sales by 20% through “Blend Lab”. Q3-Q4 (Jul-Dec)retention phase: launch of “Hawk Club” loyalty app (July), Black Friday deal packs (HK-4 + accessories @ -25%), real-time

inventory adjustment in response to spikes in holiday demand. Critical dependencies include obtaining CE recertification by April and avoiding overlap with rival electronics launches.

4.8.2. Budget

Table 4. 13 Budget

Category	Amount	Percentage	Key Uses	ROI Target
Product R&D & Production	56250	34.6	HK-4 production, compliance packaging	35% IoT-driven price premium
Digital Advertising	20310	12.5	TikTok/YouTube targeted ads	CTR ≥5%
KOL Partnerships	9690	6%	Collaborations with 50+ influencers	100K UGC videos generated
Logistics Support	16250	10%	Warehouse expansion (Poland & Indonesia)	Delivery time ≤3 days
Contingency Fund	9380	5.8%	Tariff/supply chain disruptions	90% risk coverage
Other Operational Costs	48120	29.6%	Salaries, analytics tools, system maintenance	N/A
Total	162500	100%		ROI ≥2.5:1

Source: Author (2025)

It is in Table 4.13, the total 162,500 yuan. 34.6% (56,250 yuan), which is for product r&d and production The section of funding is mainly used for the production of the core product HK-4 and compliance packaging, and mainly around the market competitiveness of the core product. The ROI target is set at 35%. Digital advertising represents 12.5% of the budget, totaling 20,310 yuan. This section is aimed at advertising on popular, youth-friendly sites, such as TikTok and Youtube, featuring targeted ads to lure in potential customers. No less than 5% for CTR goal. KOL 合作夥伴關係佔預算的 6%：9,690 元 This is for low-cost collaborations

with well over 50 social media opinion leaders to create original user-generated content (UGC). Logistics support: 10% of the budget, 16,250 yuan. This investment will help open new warehouses in countries including Poland and Indonesia, furthering the goal of increasing delivery efficiency and achieving delivery within three days. This contingency fund represents 5.8% of the budget, or 9,380 yuan, and will be drawn down in case of risks like tariffs or supply chain disruptions. 29.6% of the budget, 48,120 yuan, is allocated to other operation costs, such as employee wages, data analysis tools, and system maintenance.

4.8.3. Control and assessment

Table 4. 14 Control and assessment

Objective	Key Performance Indicator (KPI)	Monitoring Tools	Frequency
Sales Volume	50000 units by Q2	Real-time dashboards (Google Analytics, Shopify Insights)	Daily
Market Share	16% by Q4	Real-time dashboards (Google Analytics, Shopify Insights)	Daily
Customer Acquisition Cost (CAC)	35	Real-time dashboards (Google Analytics, Shopify Insights)	Daily
Budget Adherence	Monthly audits of influencer campaign ROI vs. projections	Monthly audits	Monthly
R&D Claims Validation	Correlate noise reduction claims with post-purchase satisfaction surveys (target: 4.5/5 stars)	Quarterly review boards	Quarterly
Risk Mitigation	Rapid response team for PR crises;	Immediate response	As needed

	dynamic reallocation of ad spend based on A/B test results		
Strategic Review	Post-Q4 comprehensive review to benchmark against SMART goals	Periodic strategic meetings	Post-Q4

Source: Author (2025)

This is shown in Table 4.14, performance will be tracked through KPIs tied to each objective: HK-4 sales volume (50000 units by Q2), market share (16% by Q4), and CAC (35). Real-time dashboards monitor daily metrics, while monthly audits verify budget adherence. Quarterly review boards cross-validate data across departments—e.g., correlating R&D's noise reduction claims with post-purchase satisfaction surveys (target: 4.5/5 stars). Risk mitigation includes a rapid response team to address PR crises and dynamic reallocation of ad spend based on A/B test results. Post-Q4, a comprehensive review will benchmark outcomes against SMART goals, informing 2026 strategic pivots.

5. Conclusions

We strategically sensing the growing challenges of global tobacco companies as health awareness continues increasing and stricter supervision policies are taken, Wenzhou Haoke Electric Co., Ltd find the fit of Hawk-Matic cigarette injector good to alternative smoking products market. With over 10 patents and a rich portfolio of small home goods, the company is focusing on catering to a new market for lower-cost and configurable smoking products. So consumer awareness is very low, potential customers are price sensitive and there is a lack of good story of the brand particularly to young people who are tech savvy and interested to know about what local brands are developing.

This marketing plan was the result of extensive literature review, field surveys, and consumer questionnaires to understand the market dynamics and consumer preferences. The plan includes a multidimensional approach involving a tiered pricing strategy, an omnichannel distribution network, as well as a dual essay communication strategy of "rational smoking control + quality experience" to improve the product competitiveness. This strategy will involve offering time-limited discounts, membership rewards, and cross-promotions with e-commerce platforms and offline retailers. That's why the company has defined sales objectives in the most important cities and in parallel, it seeks to gain market share. The estimated budget allocates funds for product development, marketing, and operational costs, while the Key Performance Indicators (KPIs) such as sales volume, market penetration, and customer retention rates will measure progress.

Keywords used in the study are potentially biased, and the dynamic regulatory policies may also shrink the applicability of the findings. We have a small sample size with no representation across different age groups or backgrounds which may limit generalizability of our measures from all age groups and background to market trends. The study suggests that tobacco industry researchers can continue tracking the effects of these laws on smoking consumption. Also, the benefits of revolelutionising technology and sustainability in product design. Through constant iteration to fit the market and improving product features, Wenzhou Hawk Electric Co., Ltd. can secure a foothold for the long run of the Hawk-Matic cigarette injector.

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Appendices

Wenzhou Harker Electrical Co., Ltd. 2025 Consumer Survey to Increase Market Share of Hawk-Matic Cigarette Injectors

Thank you for participating in our survey. Your feedback will help us better understand market demands and improve our products and services. This survey is anonymous, used solely for academic research, and your personal privacy will not be disclosed. Please feel free to complete the survey. We greatly appreciate your cooperation and assistance!

1. What is your age group?

A 18-24

B 25-34

C 35-44

D 45-54

E 55 and above

2. Do you currently smoke or have you ever smoked?

A Currently smoke

B Used to smoke but have quit

C Never smoked

3. Have you heard of or used cigarette injector products?

A Heard of but never used

B Currently using

C Never heard of

4. How familiar are you with the Hawk-Matic brand?

A Very familiar

B Familiar

C Neutral

D Not familiar

5. If you are considering purchasing a cigarette injector, which price range do you find acceptable?

A 100-200 RMB

B 201-300 RMB

C 301-400 RMB

D Above 400 RMB

6. Which features do you value the most when purchasing a cigarette injector? (Select all that apply)

A Ease of use

B Product design

C Durability

D Adjustability

E Ease of cleaning

F Others (please specify)

7. What are your preferences for promotional activities for cigarette injectors? (Select all that apply)

A Discount promotions

B Free gifts

C Purchase with accessories

D Trial plans

E Referral rewards

F Others (please specify)

8. In what areas do you think Hawk-Matic should improve to attract more consumers?

A Increase brand awareness

B Optimize product features

C Enhance customer service

D Expand sales channels

E Strengthen health promotions

F Others (please specify)

9. Through which channels do you obtain information about cigarettes or related products? (Select all that apply)

A Social media

B Friend recommendations

C Industry exhibitions

D Others (please specify)

10. Please choose your preferred method for receiving product information:

A Email

B Text message

C Social media updates

D Mail brochures

E Do not wish to receive

11. What is your overall impression of Hawk-Matic cigarette injectors?

A Very satisfied

B Satisfied

C Neutral

D Unsatisfied

E Very unsatisfied

Interview Outline

1. Would you recommend the Hawk-Matic cigarette injector to friends or colleagues? Why or why not?

2. What do you perceive as the advantages and disadvantages of the Hawk-Matic cigarette injector compared to other brands on the market?

3. Have you encountered any issues or challenges while using or learning about the Hawk-Matic cigarette injector?

4. What suggestions or expectations do you have for future improvements of the Hawk-Matic cigarette injector?

5. What are your views on the future development trends of the cigarette injector industry?