

INTERNATIONAL MARKETING STRATEGY

Learning Objectives :

- i) To understand different Market entry strategies adopted by International marketers;
- ii) To develop and in depth knowledge in the market selection process in International marketing;
- iii) To familiarize with product related decisions, pricing decisions etc.
- iv) To know the supply chain management and physical distribution process in International market;
- v) To become familiar with the promotion strategies including a-marketing in International business.

Module (i)(i): MARKET ENTRY STRATEGIES:

International business may be affected by the global market in which many companies of different countries are involved to exchange their products with the capital of the customers. The customers may belong to different countries. This exchange of product and capital can affect the position of a company in the foreign exchange market. Position of a company in the foreign exchange market also determine the profit of the company. This earns if a company has a good position in the foreign exchange market, then it how that the company is earning profit. There are many reasons apart from obtaining good position in the foreign exchange market that inspire a company to enter the global market. Some of the reasons are :

- To acquire new opportunities for increasing life cycle of their product
- To secure required resources for producing desired product
- To get raw materials for their product development that are not available in their country
- To achieve low cost for producing a product which can be possible due to the low cost of land and labour in another country

When a company acquires globalization, then it enjoys many benefits which are as follows :

International Marketing Strategy Case Study

Lauren Gardner



International Marketing Strategy Case Study:

International Marketing Strategy Case Study: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the captivating narratives that have enthralled audiences this year. International Marketing Strategy Case Study : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. International Marketing Strategy Case Study : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens' "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you guessing until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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