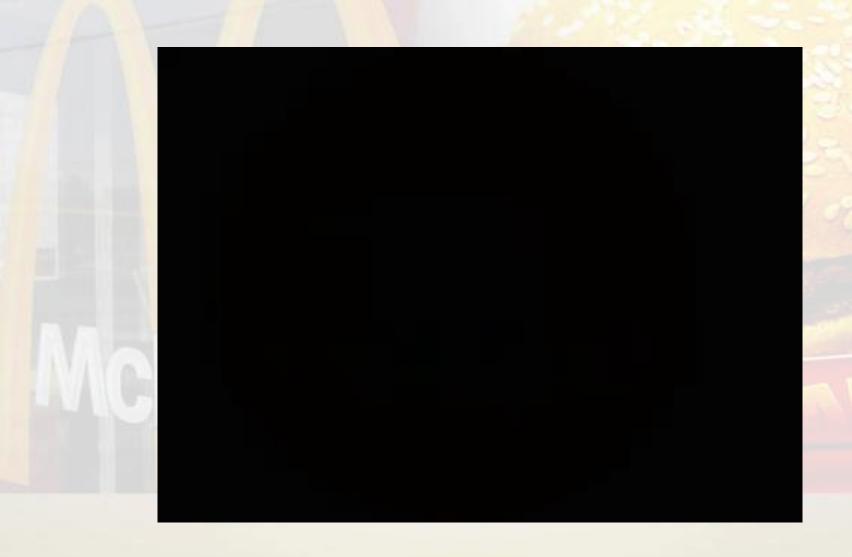
# **Chapter 12** INTERNATIONAL MARKETING **STRATEGIES**

### Localising a global product



### Standardisation for global markets

### Modifications in the marketing mix

#### 1. The Standardisation approach

Make no special provisions for the global marketplace but identify target markets and then choose products that can easily be marketed with little of no modifications

#### 2. Multidomestic approach

Adapt to local conditions

#### 3. Globalisation approach

Incorporate differences into a regional of global strategy that will allow loca differences in implementation

### **Product Policy**

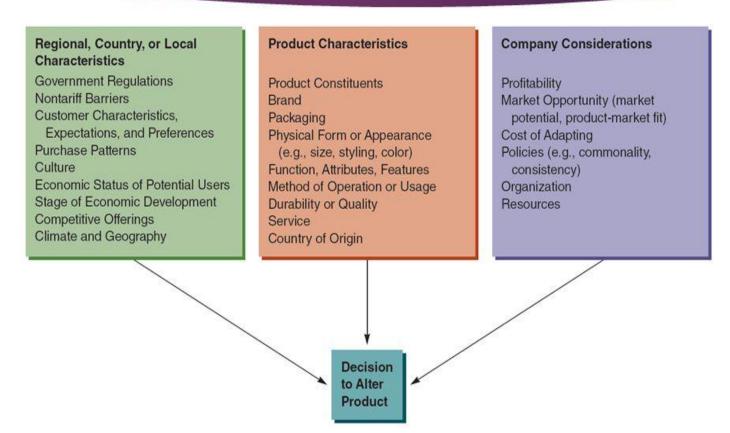
### Factors encouraging standardization

- Economies of scale in production
- Economies in productR&D
- Economies in marketing
- "Shrinking" of the world marketplace/economic integration
- Global competition

### Factors encouraging adaptation

- Differing use conditions
- Government and regulatory influences
- Differing consumer behavior patterns
- Local competition
- True to the marketing concept

### Factors Affecting Product-Adaptation Decisions



### Marketing Management

- Regional, Country or Local Characteristics
  - —Positioning
  - -Backward Innovation
- Product Characteristics
- Company Considerations
- Product Line Management
  - Centers of Excellence
- Product Counterfeiting

### **Pricing Policy**

- Export Pricing
  - Standard world-wide pricing
  - Dual pricing
  - Cost-plus pricing
  - Marginal cost method
  - Market-differentiated pricing
  - Price escalation
  - Dumping

### **Distribution Policy**

- Channel design
  - 11 C's (Culture, customers, competitors, company objectives, character, capital, cost, coverage, control, continuity, communication)
- Selection and screening of intermediaries
- Managing the channel relationships

TABLE 13.3 Man	aging Relations with Overseas Dis	tributors
gh Export Performance Inhibitors —>	Bring -	Remedy Lies In
parate ownership	Divided loyalties Seller-buyer atmosphere Unclear future intentions	Offering good incentives, helpful supp schemes, discussing plans frankly, and teracting in a mutually beneficial way
eographic and cultural separation	Communication blocks Negative attitudes toward foreigners Physical distribution strains	Making judicious use of two-way visit establishing a well-managed communication program
fferent rules of law	Vertical trading restrictions Dismissal difficulties	Complying fully with the law, drafting strong distributor agreement

York: Praeger, 1984), 95.

#### E-commerce as a distribution channel

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Worldwide E-Commerce Revenue by Region

Region	1998	2003	Compound Annual Growth
United States	37.25	707.92	80%
Western Europe	5.61	430.37	138
Japan	1.98	44.94	87
Asia/Pacific	0.69	27.51	109
Rest of world	1.41	53.02	107

Source: International Data Corporation, "The Globalization of e-Commerce," August 1999.

### **Promotional Policy**

- Advertising
  - Media strategy
  - Promotional message
  - Personal selling
  - Sales promotion
  - Public relations

Figure 12.3 – Global **Advertising Campaign Approaches** 

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and the fire the was his borner. Danit the the konner, was since withink wicking its Reservierungen in über 500 Marriett Hatels, Reserts & Suites weltweit unter 0/50/97 44 22.

When you're comfortable you can do anything.



## The extended 3 P's (People, Process, Physical Evidence)

- Transferring the people factor service
  - Airlines workers
- The process of delivery
  - IKEA (DIY concept)
  - Fastfood (self clean/staff cleaning; rotating "sushi" conveyer belt)
- Creating the physical evidence
  - Ambience, layout, shape customers' perception and acceptance of products and services

### Class assignment (group)

- Form a group of 4 or 5
- Find a company (any kind) that you are easy to find information on (Burger King, McDonalds, Starbucks, KFC, Carl's Burger).
- For its services/products offered, what marketing aspects should company you choose consider when localising in a country?
- Include the real photos of the company you choose
- For presentation, use video and pictures to support your findings

### Ketentuan penulisan

- 1. Pendahuluan
- 2. Profile Perusahaan
- 3. Analisis aspek pemasaran dalam lokalisasi
- 4. Kesimpulan

Arial 12, Margin: 3/4/4/3. Justified, 1.5 space Menggunakan penomoran halaman kanan bawah.

Daftar pustaka: Arial 11