

International Marketing Cheat Sheet

International product policies	
Why Firms Alter	Legal, Cultural or
Products	Economic reasons
Product line decisions depend on	Sales, cost and product life cycle considerations

Marketing Strategies - depends on orientation	
Production	
Sales	
Customer	
Strategic	
Social marketing	

International branding strategies	
Worldwide brand	Global image and player ID
pros	
Worldwide brand	Language brand acquisition, country of origin, generic and near generic names
Cons	

Gap analysis	estimating potential sales by identifying prospects not serving adequately. Usage, line, distribution, competitive
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Marketing principles in foreign markets	
similar to those in domestic markets: Product, Price, Promotion, Place. But may need to be adapted.	

Target / segment by	
Country	
Global segment	
Multiple criteria	

Country differences may require approach	
Promotion Standardized advertising: low sales messages.	\$, better quality, common global image, rapid entry. May have issues with legal, language and matching market needs

Push / Pull

Practices and complications - Internet	
Opportunities	Fast, cheap
Problems	cannot differentiate between countries, legal still apply

Pricing strategy complexities	
Potential obstacles	Government intervention via min/max \$ or prohibiting pricing strategies. Market diversity.
Tactics	Skimming, penetration, cost-plus
Export price escalation	
Fluctuations in currency value	
	Selling and handling of goods through unofficial distributors

Practices and complications -	
Distribution	the course that goods take between production and consumption
Physical path or legal title	
Distribution can vary substantially among countries	
Distribution can be difficult to change	
When choosing distributors and channels firms must consider	is internal handling feasible, which distributors are qualified, reliability
May need to give distributors	Incentives, confidence in product, successful products
Cause cost diff in countries	Infrastructure, levels of distribution, retail inefficiency, currencies, size and hour restrictions, inventory stick outs