

International Marketing



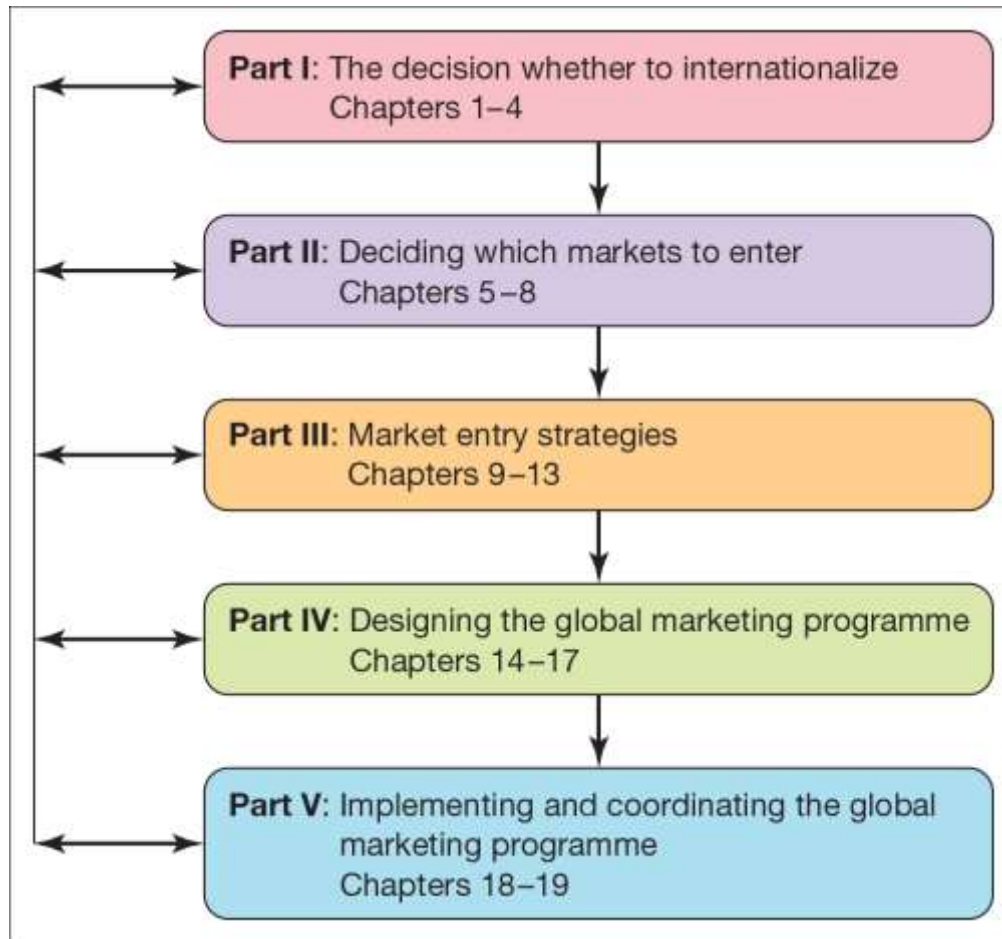
BMA6100-20

Revision Session





International Marketing at a Glance !





Which market to enter?

Country Attractiveness Method

- We learnt that this is heavily quantitative based.
- Regardless of the method, we need to think about two things:
 - What criteria?
 - How important they are?
 - Do I have to pick a quantitative model for the assignment 2, similar to what we did in Country Manager?
 - You need to summarise the opportunities and risks after the macro environmental analysis.



Macro Environmental Analysis

Impact of macro factors

- Think about the cause and effect relationship of the macro factors.
- Don't describe COVID as an event. Evaluate **how** it would **impact** your business.
- COVID might have a positive impact for some businesses (consumption of chocolate and alcohol increased in the UK since COVID).
- You can use Hofstede cultural framework if you want. Think about the relative factors and cause and effect.
- E.g. Is collectivism related to consumption of X product?



Estimating the size of the market.

Start by broad data: i.e., total population
Reduce by target demographics
(Total Accessible Market)

What % needs your product?
Reduce by alternatives or substitutes
products

Preliminary market size
Total Addressable Market

The Funnel Approach

TAM for selling bathing suite in Brasil

Total Accessible Market (TAM)

- Start by population in Brasil (Quickly done in Google search)
- What is our targeting strategy? If we target 15-49 years olds, what is their population? (possible source: secondary data , Market Research Agencies, census data).

Total Addressable Market

- What percentage need our product?
- Is there any substitute product for bathing suite?



Market Entry Decisions

Internal factors



Product

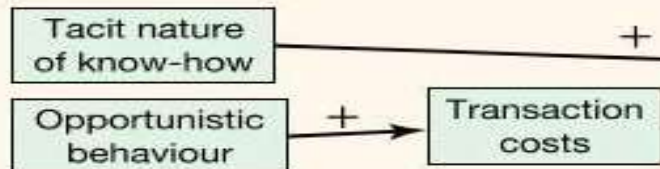


+ = Increasing internalization
- = Decreasing internalization (= increasing externalization)

Desired mode characteristics



Transaction-specific factors



External factors

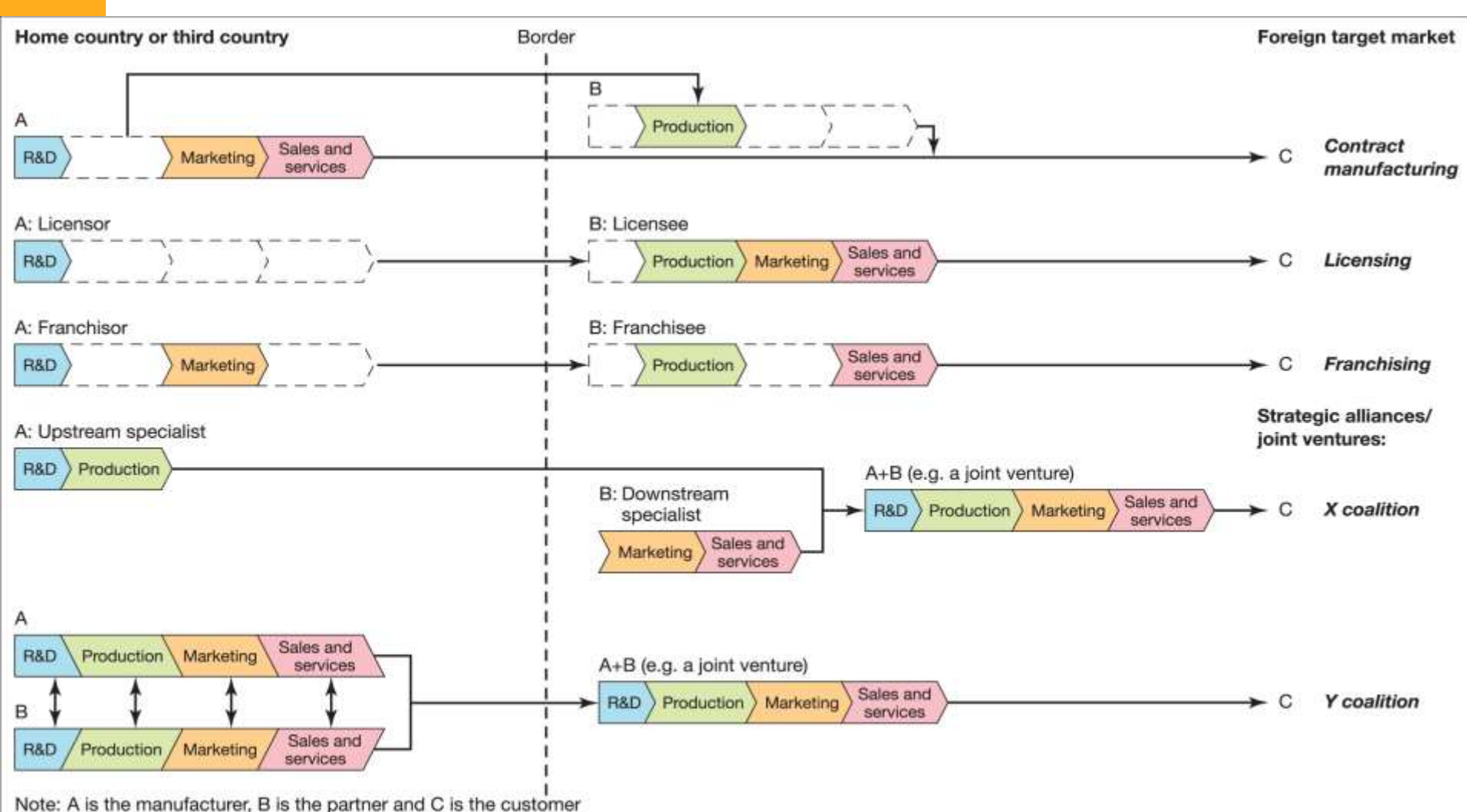




Action Plan

What should be done?

- The actions that should be taken before and after of market entry.
- What actions are within the control of the exporter?
- What actions are within the control of the importer?
- This depends on the market entry.
- Check the regulations of the host country.





Final Tip

Use high quality sources and do not make up the references!

If you are reporting a trend in a market, you have to properly reference it.

'The consumption of red tea has increased by% in Brasil'(Source?)