

# INTRODUCTION TO INTERNATIONAL MARKETING

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# DEVELOPMENT OF BUSINESS OPERATIONS

**1.Domestic Marketing** – Trading within local financial market. Typically this is the first area where companies seek to market their goods or services due to familiarity with customer's needs.

**2.Export Marketing** – A systematic process of development and distributing of goods and services beyond the national boundaries.

# DEVELOPMENT OF BUSINESS OPERATIONS

**3. International Marketing** – Companies that have business activities in more than one countries. The Company's products can be sold abroad by various appropriate forms to customers in each country.

**4. Global Marketing** – Large scale economy. More complex system and standardization. Products and services to be distributed worldwide.

**Ex** Coke, KFC, Toyota (Global brand)

# ADVANTAGES OF INTERNATIONAL MARKETING

- Expanding business to foreign countries and earn foreign exchange for the home country
- Ability to introduce new products that can not be produced in the country  
Ex Iphones, electronics, agricultural produces
- Gaining access to new customers
- Cost competency, good quality products at a reduced cost

# DISADVANTAGES OF INTERNATIONAL MARKETING

- Trade deficit, government regulation and tariff in host country may cause difficulties
- Different in culture in both home country and host country may create problems
- Company may need to develop different marketing mix for its product
- More vulnerable to political and economical risk in the host country

# TYPES OF INTERNATIONAL COMPANY

- **Multinational Corporations** (Transnational firm) – Business operation and marketing in two or more countries. HQ is located in a certain home country.
- **Global Companies**
  - No official HQ and composed of independent units which is a part of one company.
  - Standardization



# THE OBJECTIVE OF INTERNATIONAL MARKETING

- Turning surplus of goods that are in excess of demand in home country into revenue
- Reduce production costs
- Reduce risks in business
- Learning of technologies from various sources around the world
- Learning of consumer behavior