

Going abroad: which market, which entry method, how much to adapt?

A Level 8.2.3 Strategies for international marketing

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Running case: Saffra Foods, Pune · 60 minutes

How this topic is examined

Paper 3 • Decision-making • 60 marks • 1 h 45

Calculate a weighted score or export profit [2]–[4]

Analyse factors in choosing an entry method [8]

Recommend which international market [12]

Evaluate pan-global vs local adaptation [12]

Paper 4 • Business strategy • 40 marks • 1 h 15

Evaluate an international marketing strategy [20]

Advise on whether and how to enter a market [20]

Compare markets in the case

Judge entry method and adaptation

Typical questions on this topic

Recommend which international market [business] should expand into. Justify. [12]

Analyse two factors to consider when choosing a method of entry. [8]

Evaluate whether to use pan-global marketing or maintain local differences. [12]

Calculate the weighted score for country P. [2]

Advise [business] whether and how it should enter an international market. [20]

By the end of this lecture you can...

- 1 Explain the marketing implications of globalisation and collaboration.
- 2 Explain why international marketing matters.
- 3 Identify and select international markets, using weighted scoring.
- 4 Compare entry methods: exporting, licensing, franchising, joint venture, FDI.
- 5 Evaluate pan-global marketing versus local adaptation.
- 6 Choose a strategy to develop a global market in a given situation.

END OF PREVIEW

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