

Lessons Learned from International Expansion Failures and Successes

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Nod y wers/Lesson Aims

Define a Brand Marketing strategy
Identify the key elements of a brand
Analyze the performance of branding
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Marketing

There are many definitions of marketing. The better definition are focused upon customer orientation and satisfaction of customer needs.
Marketing is the set of processes by which individuals and groups obtain what they need or desire through the exchange of value with other persons and are satisfied in the process.
Marketing is the management process that identifies, analyzes, and creates profitable customer requirements profitably (Chandrasekaran, 2004).
The right product, at the right place, at the right time, at the right price (Cotler).
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TheCaseSolutions.com Business concepts

Marketing concept - philosophy practiced by producers of goods and services that focus on satisfying the needs of consumers.
Production concept - This is where a business focuses on creating economies of scale in production and distribution of a product or service. This assumes that customers will purchase lower priced items, so demand is driven by availability.
Sales concept - This is commonly known as the hard sell, where a product or service is produced and personal selling and other high pressure selling techniques are used to convince customers to part with their money.
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TheCaseSolutions.com Business Concepts Examples

1. A business produces a low priced, low quality product which people will buy based purely on price and need.
2. A firm that manufactures replacement windows send sales forces out to cold call and sell the product to residential households.
3. A firm undertakes extensive market research to see how best to improve its product, which is an electric can opener.

Marketing techniques available

Marketing techniques available to a business include:
1. Market penetration - A key strategy of a business who targets their market with their existing products, where they have a high level of familiarity with the market.
2. Market development - This involves expanding into new markets or geographical areas.
3. Product development - This involves creating new products to meet customer needs.
4. Diversification - This involves creating new products in new markets.
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Marketing Objectives

Marketing objectives should be specific, measurable, achievable, relevant and time-bound (SMART).
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Public sector objectives

The public sector objectives are:
- To provide a high quality of services to the public.
- To ensure that the services are efficient and effective.
- To ensure that the services are accessible to all.
- To ensure that the services are sustainable.
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Aims and Objectives

Private Sector Aims
There are four broad business objectives of an organisation in the private sector.
Objectives should be SMART
Public and Voluntary Sector Aims
Organisations in the public and voluntary sector are not run for profit. They therefore have a different range of objectives, based on an efficiency, quality and philosophical targets.
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Ansoff's Matrix

Existing Products	New Products
Market Penetration	Product Development
Market Development	Diversification

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Survival strategies

Many business owners often focus on having to develop strategies just to survive. This could include diversifying the business, to reduce costs. It could mean cutting out of less profitable markets, dropping the less profitable lines and making sure employees understand in order to finance the business. Business may also look to reduce their marketing budgets in order to lower their costs.
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Branding

Branding is the process of creating a name and logo for a product or service. It is a way of identifying a product or service in the marketplace. It is a way of creating a unique identity for a product or service. It is a way of creating a strong and lasting impression on the customer's mind. It is a way of creating a strong and lasting impression on the customer's mind.
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Components of a Brand

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Transactional marketing

This is the oldest form of marketing. It is a form of marketing where the focus is on the transaction. It is a form of marketing where the focus is on the transaction. It is a form of marketing where the focus is on the transaction.
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Relationship Marketing

Relationship marketing is a form of marketing where the focus is on the relationship. It is a form of marketing where the focus is on the relationship. It is a form of marketing where the focus is on the relationship.
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Brand extension

Brand extension is a form of marketing where the focus is on the brand. It is a form of marketing where the focus is on the brand. It is a form of marketing where the focus is on the brand.
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Branding - Continued

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Nod y wers/Lesson Aims

There are many definitions of marketing. The better definition discussed above is customer orientation and satisfaction of customer needs.

Define different Marketing techniques
Differentiate between push and pull factors in a sales promotion strategy
Analyze the importance of branding for businesses

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Marketing

There are many definitions of marketing. The better definition discussed above is customer orientation and satisfaction of customer needs.

- Marketing is the social process by which individuals and groups obtain what they want or need through exchanging and satisfying their needs and wants with others (Kotler)
- Marketing is the management process that identifies, analyzes, and selects a target customer and manages the relationship with that customer.
- Marketing is the process of identifying, selecting, and promoting a product or service which consumers desire.

From these definitions, marketing is about meeting the needs and wants of customers. It is a business-wide function. It is not something that you can do in one department. It is about understanding customers and being ready to create products or services which consumers desire.

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TheCaseSolutions.com Business concepts

Marketing concept - philosophy practiced by producers of goods and services that focus on satisfying the needs of consumers.

Production concept - this is where a business focuses on creating economies of scale in production and distribution of a product or service. This assumes that customers will purchase large product items, so demand is driven by availability.

Sales concept - this is commonly known as the hard sell, where a product or service is produced and personal selling and other high-pressure selling techniques are used to convince customers to part with their money.

TheCaseSolutions.com Business Concepts Examples

1. A business produces a low-priced, low-quality consumer good, such as a toy, and they based on low price and quality.
2. A firm that manufactures replacement windows send it sales force out to cold-call and sell the product to residential households.
3. A firm undertakes extensive market research to see how it can improve its product, which is an electric car maker.

Marketing techniques available

Market strategy - a plan of action that a business uses to achieve its marketing objectives. It is a set of decisions about how to reach target markets and how to compete in those markets.

Market penetration - a strategy to increase sales of existing products in existing markets. It is done by increasing the number of customers, increasing the frequency of use, or increasing the price of the product.

Market development - a strategy to increase sales of existing products in new markets. It is done by entering new geographical areas, targeting new customer segments, or finding new uses for the product.

Product development - a strategy to increase sales of existing products in existing markets. It is done by creating new products, improving existing products, or finding new uses for the product.

Marketing Objectives

Marketing objectives are specific, measurable, achievable, relevant, and time-bound (SMART) goals that a business aims to achieve through its marketing efforts.

Examples of marketing objectives include:

- Increasing sales revenue by 10% over the next year.
- Expanding market share in a new geographical area.
- Improving customer satisfaction scores.
- Reducing production costs by 5%.

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Public sector organizations are owned by local or national government and are funded by the taxpayer. They are not-for-profit organizations and are subject to the same regulations as private organizations. Public sector organizations are owned by local or national government and are funded by the taxpayer. They are not-for-profit organizations and are subject to the same regulations as private organizations.

Aims and Objectives Private Sector Aims

There are four broad business objectives of an organisation in the private sector.

Objectives should be SMART

Public and Voluntary Sector Aims
Organisations in the public and voluntary sector are not run for profit. They therefore have a different range of objectives, based on efficiency, quality and philosophical targets.

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Ansoff's Matrix

Existing Products	New Products
Market Penetration	Product Development
Market Development	Diversification

Survival strategies

Many businesses use cost-based selling. Having to develop strategies just to survive. This could include downsizing the business to reduce costs. It could mean cutting out of less profitable markets, concentrating less profitable brands and making some employees redundant in order to balance the books. Businesses may also look to reduce their marketing budgets in order to lower their costs.

Branding

Branding is the process of creating a name for a product or service. It is a way of identifying a product or service and distinguishing it from other products or services. Branding is important for businesses because it helps them to build a reputation for their products or services. Branding can also help businesses to increase their sales and profits.

Components of a Brand

Transactional marketing

This is the traditional transactional marketing. This is where the marketing effort is based on the sale of a product or service, with little emphasis on building a relationship with the customer. The customer is seen as a one-time buyer and the marketing effort is focused on getting the product or service sold.

Relationship Marketing

Relationship marketing is a strategy that focuses on building long-term relationships with customers. It is based on the idea that customers who are loyal to a brand will buy more products and services from that brand over time. Relationship marketing involves providing excellent customer service, offering personalized offers, and building a strong brand identity.

Brand extension

Brand extension is a strategy where a business uses an existing brand name to launch a new product or service. This can be done in a variety of ways, such as launching a new product line, entering a new market, or creating a new brand identity. Brand extension can be a risky strategy, but it can also be a successful one if done correctly.

The history of branding - Continued

The history of branding is a long and interesting one. It has evolved from simple trade names to complex brand identities. Branding has become an essential part of a business's marketing strategy, and it continues to play a major role in the success of many companies.

Notes/Lesson Aims

Define different Marketing techniques
Differentiate between private sector objectives
and public sector/voluntary objectives
Analyse the importance of branding for
businesses

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Marketing

There are many definitions of marketing. The better definitions are focused upon customer orientation and satisfaction of customer needs.

- Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler).
- Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably (the Chartered Institute of Marketing, CIM).
- The right product, in the right place, at the right time, at the right price (Adcock).

From these definitions, marketing is about meeting the needs and wants of customers. It is a business-wide function – it is not something that operates alone from other business activities. It is about understanding customers and finding ways to provide products or services which customers demand.

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Business concepts

Marketing concept – philosophy practiced by producers of goods and services that focus on satisfying the needs of consumers

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Business Concepts

Examples

1. A business produces a low-priced, low quality corkscrew which people will buy based purely on price and need.
2. A firm that manufactures replacement windows send its sales force out to cold-call and sell the product to residential households.
3. A firm undertakes extensive market research to see how it can improve its product, which is an electric can opener.

Public sector organisations are owned by local or national government and are funded by the taxpayer. It would be inappropriate and unpopular for these organisations to aim to make a profit, so they often set objectives based on:

- providing a service or range of services in the first instance, with some expanding the range of services they offer (for example, a local council may consider expanding the range of waste they recycle)
- limiting costs and improving efficiency of service – it is important for public sector organisations to represent good value for money
- meeting quality standards to demonstrate the quality of the service provided – this also relates to the need to represent good value for money.

The **voluntary sector** consists of charities, which may represent local, national or international causes. Ultimately, a charity may set itself a range of objectives, such as to:

- raise money to purchase equipment or services for a given cause (for example, providing protection against malaria in Africa or carers for disabled people in the local community)
- raise awareness of a given cause, which may in turn result in more money raised to support the cause
- create a surplus – for example, to generate more money than it takes to operate its fund-raising activities, which can be spent on the supported cause.

Marketing Objectives

Marketing objectives are different from a business's objectives. While both will be SMART, marketing objectives may be based on factors other than survival and growth.

Market leadership

Market leadership is the position of a business with the largest market share in a given market for goods and services. Market share may be measured by either the volume of goods sold or the value of those goods. For example, Tesco is the market leader in the UK supermarket marketplace. It is the largest in terms of value of goods sold. Being a market leader can be a significant advantage for a business – suppliers will want to stock your product and it is likely that your customers will think about your products first.

Brand awareness

A common marketing objective is to raise customers' brand awareness. This might relate to a business's overall brand (for example, BMW) or to a product brand within the company (for example, Mini). Successful raising of brand awareness can raise sales because customers will subconsciously or consciously seek out a brand when purchasing an item or service. A high level of brand awareness exists where consumers start to use the brand name in place of the product type.

Perceptions of customers or users

A customer's perception of a business or brand often affects their purchasing decisions. For example, your business may have very high brand awareness, but if your customers perceive your business as offering low-quality products, they may decide to purchase a competitor's product. If a company develops a bad name, it can take a lot of time, effort and money to change customers' perceptions. For example, Škoda had a reputation for producing cheap but unreliable vehicles before it was bought by Volkswagen in 1991. Since then, it has benefited from Volkswagen's reputation for reliable vehicles, combined with low prices.

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