



BUGRA ERGUN
MUHAMMET ALI AYDOGAN
MUSTAFA DALGIN



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Merloni Elettrodomestici

(CONCEPTS RELATED TO MARKET ENTRY STRATEGIES)

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STINOL IS THE FIRST RUSSIAN PRODUCER OF HOUSEHOLD APPLIANCES
IS TODAY 100% OWNED BY MERLONI ELETTRODOMESTICI (NOW RENAMED INDESIT)
THE SHARE TRANSFER TOOK PLACE OCTOBER 13, 2000
STINOL WAS FULLY CONSOLIDATED IN THE MERLONI BALANCE SHEET IN 2001



Schweppes is a beverage brand that is sold around the world. It includes a variety of lemonade, carbonated waters and ginger ales. Schweppes products include ginger ale, bitter lemon, and tonic water. Introduction failed in Italy. Tonic water means "water from the toilet"



BRANIFF

BRANIFF INTERNATIONAL AIRWAYS

Braniff International Airways was an American airline that operated from 1928 until 1982. Its routes were primarily in the midwestern and southwestern United States, Mexico, Central America, and South America.

In the late 1970s it expanded to Asia and Europe.

When Braniff International Airways translated a slogan touting its upholstery, "Fly in leather", it came out in Spanish as "Fly naked".





CHEVROLET NOVA



GENERAL MOTORS INTRODUCED THEIR CHEVROLET NOVA MODEL OF AUTOMOBILE INTO A SPANISH-SPEAKING MARKET, THEN SCRATCHED THEIR HEADS IN PUZZLEMENT WHEN IT SOLD POORLY. GM EXECUTIVES WERE BAFFLED UNTIL SOMEONE FINALLY POINTED OUT TO THEM THAT "NOVA" TRANSLATES AS "DOESN'T GO" IN SPANISH.



The Nescafé logo consists of the word "NESCAFÉ" in a white, bold, sans-serif font, with a small registered trademark symbol (®) to the right. The text is set against a solid red rectangular background.

NESTLÉ FIRST INTRODUCED THEIR FLAGSHIP POWDERED COFFEE BRAND IN SWITZERLAND ON APRIL 1, 1938
NESCAFÉ IS A BRAND OF INSTANT COFFEE MADE BY NESTLÉ.



		PRODUCT	
		Local	Global
BRAND	Local	Strategy 1 Local Product / Local Brand	Strategy 2 Global Product / Local Brand
	Global	Strategy 3 Local Product / Global Brand	Strategy 4 Global Product / Global Brand

The GAP logo, consisting of the word "GAP" in white, serif, uppercase letters centered within a dark blue square.

GAP IS AN AMERICAN WORLDWIDE CLOTHING AND ACCESSORIES RETAILER.

IT WAS FOUNDED IN 1969 BY DONALD FISHER AND DORIS F. FISHER AND IS HEADQUARTERED IN SAN FRANCISCO, CALIFORNIA.

THE COMPANY OPERATES FIVE PRIMARY DIVISIONS: THE NAMESAKE BANNER, BANANA REPUBLIC, OLD NAVY, INTERMIX AND ATHLETA.

GAP INC. IS THE LARGEST SPECIALTY RETAILER IN THE UNITED STATES,

THE COMPANY HAS APPROXIMATELY 135,000 EMPLOYEES AND OPERATES 3,727 STORES WORLDWIDE, OF WHICH 2,406 ARE LOCATED IN THE U.S.

GAP QUICKLY PUT THE OLD LOGO BACK INTO PLACE AFTER UNBELIEVABLE BACKLASH FROM THE PUBLIC.

THEIR LOYAL CUSTOMERS FELT THAT GAP WAS CHANGING THEIR IMAGE FOR THE WORSE AND LOST A CONNECTION WITH THE BRAND.

