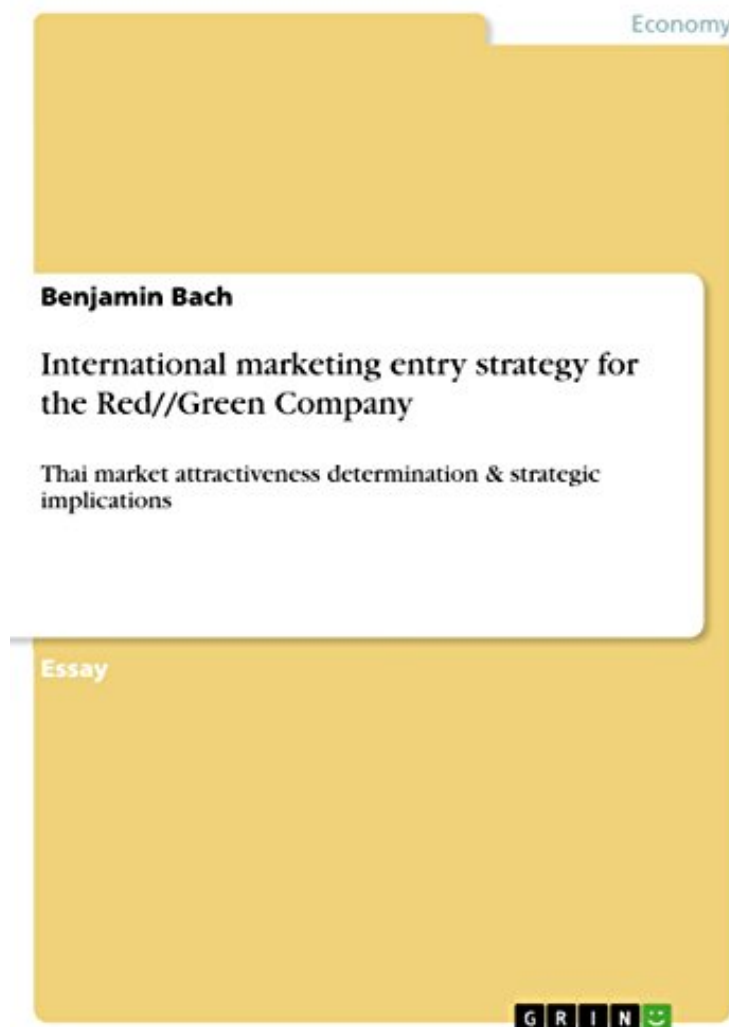


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## International marketing entry strategy for the Red//Green Company: Thai market attractiveness determination strategic implications

*Benjamin Bach*

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Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1st, University of Lincoln (Faculty of Business Law), course: International Marketing Strategy, 39 entries in the bibliography, language: English, abstract: Market analysis is an important instrument in assessing the attractiveness of a particular market, since it is utilised to decide whether to enter a foreign market in terms of international marketing strategy. It is necessary to apply a market analysis in order to determine and examine the appropriate approach to enter a market. This essay provides a scan of the Thai market attractiveness for the Danish medium-sized enterprise Red//Green, in order to recommend a market entry strategy. The first section focuses on the application of the 12C framework in order to draw up a market attractiveness profile, combined with a risk evaluation of the Thai market. The second part determines the attractiveness of the Thai market with respect to the information and relevant factors gathered from the 12C model. Interpretation of those factors will then be used to allocate a determination of a suitable market entry strategy for Red//Green. In addition, a marketing strategy according to the 4Ps will be addressed to identify opportunities and possibilities of how to develop the Thai market.