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Tobias Heinen

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Seminar paper



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Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 91%, Nelson Mandela Metropolitan University (Department of Marketing), course: International Marketing, 25 entries in the bibliography, language: English, abstract: Managers throughout the world perceive that international business operations become more and more necessary. Saturation of domestic markets as well as significant growth potentials of emerging markets confirm this necessity. Companies which solely

rely on their existing markets often miss significant economic opportunities. However, the management of both an international company and international customers is a challenge; customer wants in overseas markets can dramatically vary from those in the home market. This assignment gives an overview of the major managerial decisions that could have been made in a well-established South African company to enter the marketplace of India. Theoretical background will be discussed at the beginning of each chapter. In particular, the company and its products, a possible market entry strategy, and the four marketing controllables (product, price, pro-motion, and distribution strategy) will be discussed.