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INTERNATIONAL EXPANSION OF THE UNITED STATES RETAIL INDUSTRY INTO THE EUROPEAN MARKET



CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 74 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. The purpose of this book is to study the United States (US) retail industry in regards to international expansion into the European Union (EU) market including: the decision to expand internationally and the country or countries targeted for initial expansion; the differences in marketing practices between the US and EU markets for point of purchase marketing; the differences in product differentiation and product mix including formulation and product packaging regulations or requirements per country; the differences between US and European views on impulse items as opposed to shopping goods, and the differences in views towards import goods vs. domestic goods in Europe; the entry barriers US retailers face including level of ownership, governmental regulations, and restrictions, and land usage regulations that limit the physical location of operations; and supply chain difficulties or advantages faced by US retailers in Europe. This item ships from La Vergne, TN. Paperback.



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