



**YARDSTICK INTERNATIONAL
COLLEGE
UNDER GRADUATE PROGRAM
DEPARTMENT OF MANAGEMENT
ASSIGNMENT OF INTERNATIONAL MARKETING
GROUP ONE**

Group Name	ID.No
1. Elizabeth Dametw	RDMGT/016/13A
2. Binyam Habtamu	RDMGT/028/13A
3. Helen Eshetu	RDMGT/019/13A
4. Emishaw Tibebe	RDMGT/008/13A
5. Estifanos Getnet	RDMGT/023/13A
6. Elsa Zimbelachewu	RDMGT/007/13A
7. Tadla Tilahun	RDMGT/014/13A
8. Mukerm kedir	RDMGT/013/13A
9. Robel Belay	RDMGT/022/13A

Submitted to: - M.r Eyob G/e

Submitted Date:- April 6, 2024

Contents

The 7ps of marketing mixes in international marketing.	1
7ps of marketing mixes	2
1. Product:	2
2. Price:	2
3. Place (Distribution):.....	3
4. Promotion:.....	3
5. People:	3
6. Process:	4
7. Packaging.....	4
Examples of International Marketing:	5
Differences in International Marketing:.....	5
Success Factors in International Marketing:	6
Innovative Strategies: Implementing creative marketing tactics, cross-cultural communication, and innovative campaigns to capture global attention.	6

The 7ps of marketing mixes in international marketing.

Marketing mix is a selection of marketing tools that include several areas of focus that can be combined to create a comprehensive plan. The term refers to a classification that began as the 4 P's: product, price, placement, and promotion, and has been expanded to Product, Price, Promotion, Place, People, Packaging, and Process.

In international marketing, the traditional 4Ps of marketing (Product, Price, Place, Promotion) are often extended to include additional elements to address the complexities of global markets. Here are the 7Ps of marketing mix in international marketing, along with examples, differences, and attributes that Success in a market is influenced by a combination of factors that contribute to a company's ability to attract customers, generate revenue, and maintain a competitive edge.

7ps of marketing mixes

The 7 P's Of Marketing

1. Product (or Service)
2. Price
3. Promotion
4. Place
5. People
6. Packaging
7. Process



1. Product:

- **Traditional Definition:** Refers to the goods or services offered by a company to meet customer needs.
- **International Marketing:** Considers product adaptation, localization, global branding, and standardization for different markets.
- **Attributes for Success:** Understanding cultural preferences, local regulations, and competitive landscapes to tailor products for specific regions. Example: McDonald's offering different menu items in various countries to suit local tastes.

2. Price:

- **Traditional Definition:** Involves setting the right price to capture value and generate revenue.

- **International Marketing:** Considers currency fluctuations, purchasing power parity, pricing strategies, and competitive pricing in different markets.
- **Attributes for Success:** Adopting flexible pricing strategies, localizing prices based on market conditions, and considering price sensitivity. Example: Tech companies adjusting product prices based on exchange rate fluctuations in different countries.

3. Place (Distribution):

- **Traditional Definition:** Focuses on making products available to consumers at the right time and place.
- **International Marketing:** Involves adapting distribution channels, logistics, and supply chain management for global markets.
- **Attributes for Success:** Developing efficient distribution networks, understanding import/export regulations, localizing distribution strategies, and ensuring timely delivery. Example: Amazon's global network of warehouses and delivery services to fulfill orders worldwide.

4. Promotion:

- **Traditional Definition:** Involves communication strategies to promote products and create brand awareness.
- **International Marketing:** Considers cultural differences, language barriers, and diverse media channels in promotional activities.
- **Attributes for Success:** Employing localization in advertising, public relations, digital marketing, and social media to reach target audiences effectively. Example: Coca-Cola's campaigns tailored to local customs and traditions in different countries.

5. People:

- **Traditional 4Ps Extension:** Represents the employees, sales teams, customer service representatives, and influencers who interact with customers.
- **International Marketing:** Involves hiring, training, and managing multicultural teams to deliver exceptional customer experiences across global markets.
- **Attributes for Success:** Cultivating a diverse and inclusive workforce, language skills, cultural sensitivity, and cross-cultural communication abilities. Example: Tourism

companies training staff to accommodate the needs of international visitors from various cultures.

6. Process:

- **Traditional 4Ps Extension:** Refers to the processes, systems, and mechanisms that drive operations within an organization.
- **International Marketing:** Involves optimizing global business processes, ensuring regulatory compliance, and streamlining international operations.
- **Attributes for Success:** Implementing efficient cross-border supply chains, customs clearance procedures, legal compliance frameworks, and standardizing global processes. Example: FedEx's streamlined international shipping processes and customs clearance services.

7. Packaging

A company's packaging catches the attention of new buyers in a crowded marketplace and reinforces value to returning customers

- Design for differentiation. A good design helps people recognize your brand at a glance, and can also highlight particular features of your product. For example, if you're a shampoo company, you can use different colors on the packaging to label different hair types.
- Provide valuable information. Your packaging is the perfect place for product education or brand reinforcement. Include clear instructions, or an unexpected element to surprise and delight your customers.
- Add more value. Exceed expectations for your customers and give them well-designed, branded extras they can use, like a free toothbrush from their dentist, a free estimate from a roofer, or a free styling guide from their hairdresser.

By integrating these additional Ps into the traditional marketing mix, companies can account for the complexities of international markets and tailor their strategies to maximize success in diverse cultural, economic, and regulatory environments. Successful international marketing initiatives leverage a holistic approach that considers all elements of the marketing mix to create a cohesive and effective strategy for global expansion.

International marketing, companies expand their reach beyond domestic borders to target customers in global markets. Here are examples, differences, and key attributes contributing to the

success of international marketing:

Examples of International Marketing:

- **Apple:** Apple designs products in the U.S., manufactures in China, and markets its devices globally. It tailors its marketing strategies to resonate with diverse cultural preferences.
- **Coca-Cola:** Coca-Cola adapts its messaging, packaging, and advertising campaigns to local tastes in various countries, maintaining consistency in branding while accommodating cultural nuances.
- **IKEA:** IKEA operates in over 40 countries with localized product offerings, store designs, and marketing to cater to diverse consumer preferences globally.

Differences in International Marketing:

- **Cultural Sensitivity:** Understanding and adapting to cultural differences, language barriers, and social norms in diverse markets.
- **Legal and Regulatory Compliance:** Adhering to varied legal frameworks, regulations, and trade policies in different countries.
- **Logistics and Supply Chain:** Managing complex logistics, transportation, and supply chain networks across borders for efficient operations.
- **Currency Fluctuations:** Dealing with currency exchange rates, economic fluctuations, inflation, and financial risks in global markets.

Attributes for Success in International Marketing:

- **Market Research and Insights:** Thorough research on target markets, customer behavior, preferences, and competition to inform marketing strategies.
- **Localization:** Tailoring products, pricing, promotions, and distribution channels to match market-specific preferences and cultural nuances.
- **Language and Communication:** Using language and communication techniques that resonate with diverse audiences and ensure effective messaging.
- **Global Branding:** Establishing a consistent global brand identity while allowing for customization to suit regional differences.
- **Partnerships and Alliances:** Forming strategic partnerships and collaborations with local businesses, distributors, and influencers to expand reach and credibility.

- **Digital Marketing:** Leveraging digital channels, social media, and online platforms for targeted marketing, customer engagement, and data analytics.
- **Risk Management:** Mitigating risks through thorough market analysis, compliance with regulations, and contingency planning for unforeseen events.
- **Adaptability and Agility:** Remaining flexible, responsive to market changes, and adapting quickly to shifting trends and consumer needs in different regions.

Success Factors in International Marketing:

- **Cultural Understanding:** Appreciation of cultural diversity, sensitivity to local customs, and adapting products and messages accordingly.
- **Innovative Strategies:** Implementing creative marketing tactics, cross-cultural communication, and innovative campaigns to capture global attention.
- **Customer-Centric Approach:** Prioritizing customer needs, feedback, and engagement to build relationships and trust across diverse markets.
- **Strategic Expansion:** Identifying high-potential markets, strategically entering new regions, and developing a strong global market presence.

By executing international marketing strategies that resonate with local audiences, navigate varying market landscapes, and capitalize on growth opportunities, companies can drive success in diverse markets and achieve sustainable growth on a global scale