

Internasjonal Markedsføring

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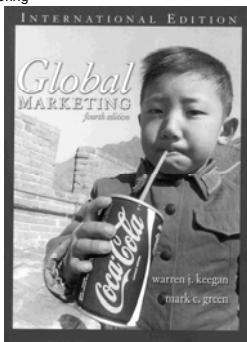
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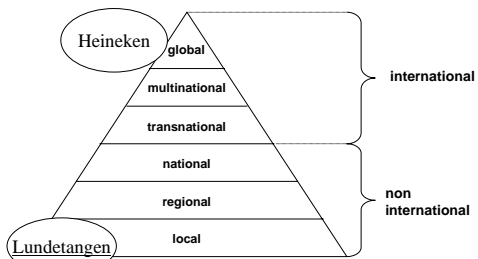
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International marketing



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Dr. oecan Odd Gisholt  
 Internasjonal Markedsføring IBM - really global

**Total global**  
 Det er ikke Big Blue som er verdens største virksomhet  
 og som har størst økonomisk konsekvens.

Grenland, 2.april 2009 -7-

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Dr. oecan Odd Gisholt  
 Internasjonal Markedsføring Source: P. Kotler

### Major decisions in international marketing

Deciding whether to go abroad → Deciding which markets to enter → Deciding how to enter the market → Deciding on the marketing program → Deciding on the marketing organization

Grenland, 2.april 2009 -8-

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Dr. oecan Odd Gisholt  
 Internasjonal Markedsføring Source: P. Kotler/Gisholt

### Five modes of entry into foreign markets

Amount of commitment, risk, control, and profit potential

Indirect exporting → Direct exporting → Licensing/ Franchise → Joint ventures → Direct investment

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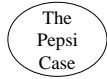
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### Key success factors in global marketing

1. Global mindset, culture, and multinational talent
2. Effective global organization, regional management, and centers of excellence
3. Effective use of strategic alliances
4. Local responsiveness and insideration
5. Global sourcing from best suppliers and logistical excellence
6. Drive toward regional / global branding
7. Regional R&D and effective technology transfer
8. Openness to counter trade



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### The importance of country image for international branding

**Switzerland: W, CH...**

**Japan: C, E...**

**Holland: T, CH...**

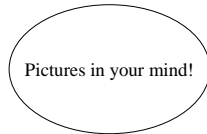
**USA: CC...**

**Denmark: B, CH...**

**France: WI, CH...**

**Norway: F, O...**

**Germany: Q, Q, Q...**



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Dr. oecon Odd Gisholt

Internasjonal Markedsføring

Co-Marketing Spiegel, Norway, Hurtigruten



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Dr. oecon Odd Gisholt

Internasjonal Markedsføring

Also Austria is on



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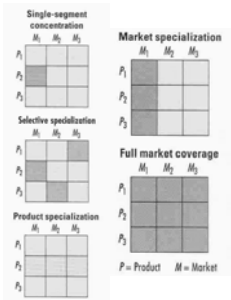
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Dr. oecon Odd Gisholt

Internasjonal Markedsføring

Five Patterns of Target Market Selection



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### Global pricing strategies

- Dumping
- Environmental influences on pricing decisions
- Transfer pricing

### Global pricing: Three policy alternatives

- Extension
- Adaption
- Invention

**Price for Mentos in Norway**  
 -van Melle in Breda, Holland  
 -Raw materials  
 -Production margin van Melle  
 -Transport to Oslo, Norway  
 -Currency EUR/NOK  
 -Invoice for Galleberg  
 -Import margin Galleberg  
 -Sugartax in Norway  
 -Invoice for wholesaler Asko  
 -Wholesale margin for Asko  
 -Invoice for retailer Ultra  
 -Retail margin for Ultra  
 -VAT in Norway  
 -Price to consumer in Norway in NOK

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### Channel objectives and constraints

- Channel structure
- Channels in less developed countries
- International channel innovation and strategy for new market economy




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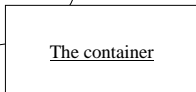
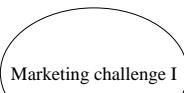
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- Air
- Rail
- Truck
- Ship
- e-Transportation




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- Container 20 (TEU) or 40 feet
- Export carton
- Euro pallet
- Retail box
- Consumer unit

Marketing challenge II

Europallet

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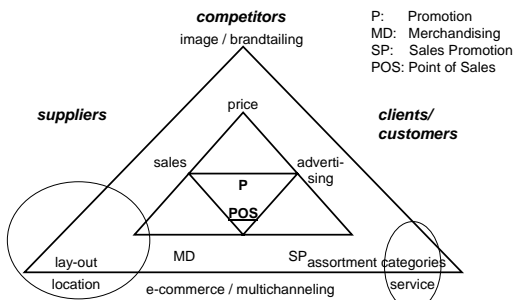
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### Marketing model for the retail trade



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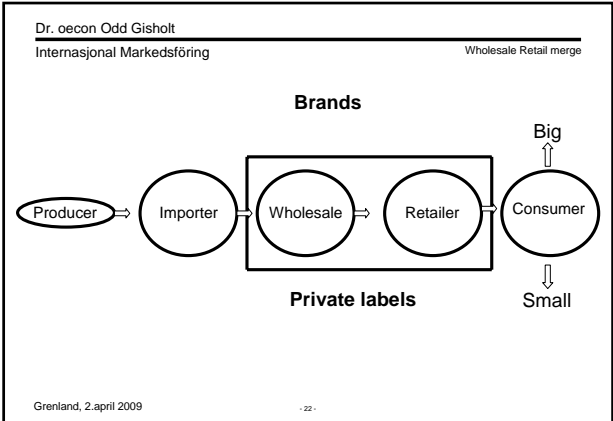
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- Dr. oecon Odd Gisholt  
Internasjonal Markedsføring
- Some of them listed here
- ### 200 leading European retailers (I)
- |   |  |
|---|--|
| <p style="text-align: center;">Sweden</p> <p>Companies profiled include:</p> <ul style="list-style-type: none"> <li>✓ ICA</li> <li>✓ IKEA International</li> <li>✓ Hennes &amp; Mauritz</li> <li>✓ Lindex</li> <li>✓ KappAhl</li> </ul> | <p style="text-align: center;">United Kingdom</p> <p>Companies profiled include:</p> <ul style="list-style-type: none"> <li>✓ Tesco</li> <li>✓ Kingfisher</li> <li>✓ Marks &amp; Spencer</li> <li>✓ Body Shop International</li> <li>✓ Dixons Group</li> </ul> |
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- Grenland, 2.april 2009 - 24 -

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## 200 leading European retailers (II)

France

Companies profiled include:

- ✓ Carrefour
- ✓ Pinault-Printemps-Redoute
- ✓ Auchan
- ✓ Groupe André
- ✓ LeClerc

Germany

Companies profiled include:

- ✓ Metro
- ✓ Rewe
- ✓ Douglas
- ✓ Aldi
- ✓ Schlecker

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End of Part three!

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