

Internasjonal Markedsføring

- Innføring for  
made in grenland.no

**Odd Gisholt**  
**Programansvarlig**  
**Markedsføring ved BI Drammen**

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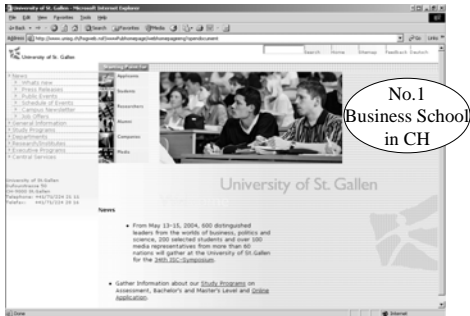
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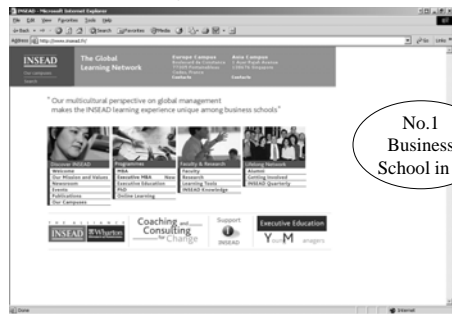
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Dr. oecon Odd Gisholt  
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Largest Business School in N  
BI Drammen

Grenland, 2. april 2009

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Grenland, 2. april 2009

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Day and night

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Grenland, 2. april 2009

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Yours ?

My favorites

- amazon.com
- google.com
- ebay.com
- c-net.com
- skype.com

- youtube.com
- wikipedia.org
- myspace.com
- xing.com plaxo.com
- secondlife.com
- more... facebook

Grenland, 2. april 2009

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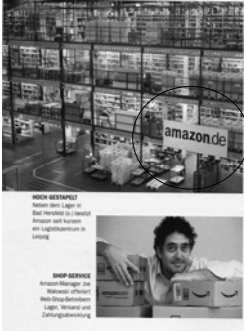
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Internasjonal Markedsføring

Customer focus- CRM



**NOCH BESTELLT**  
Nur noch 1000 Stk.  
Das Modell ist bereits  
ausverkauft. Nur noch  
einige Exemplare in  
Lagerung.

**SHOP-SERVICE**  
Amazon-Mitarbeiter Jon  
Stromberg gibt Ihnen  
Web-Seite-Bestellungen  
1. Lager, Versand und  
Zahlungsbearbeitung

Grenland, 2. april 2009

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A Swiss success



**girafflex**

**Girafflex bringt Bewegung ins Leben.**  
Mit Forschung, Entwicklung, Produktion und  
Kaufmannschaft. Lernen für den besten Preis zum  
besten Zeitpunkt.

**Bequemlichkeit für Sie.**  
Als internationaler Produzent sind Girafflex der  
ideale Partner für den besten Preis zum  
besten Zeitpunkt. Ihre  
Anforderungen sind unser  
Anliegen.

Grenland, 2. april 2009

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1. Megatrend Internet
2. Megatrend nanotechnology
3. Megatrend biotechnology
4. Megatrend climate change
5. Megatrend Asia
6. Megatrend English
7. Megatrend demography
8. Megatrend urbanization
9. Megatrend women
10. Megatrend job world

7 Billion  
More than 3.5  
in Cities!

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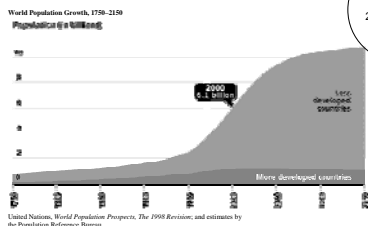
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### World population in the future



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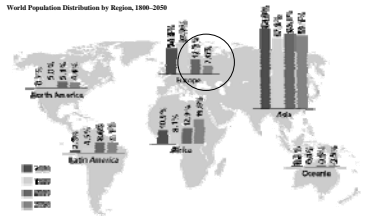
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### World population per region



Population Division, Briefing Paper, 1998 Revision of World Population Prospects.

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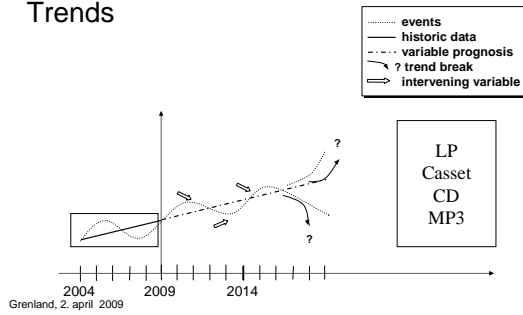
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### Trends



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### 12.000 containers on one ship



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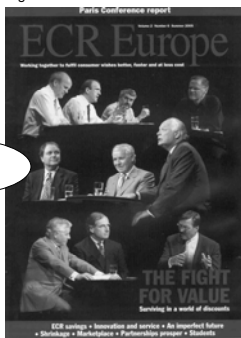
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Lee Scott




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### That's business: Make friends and use humor

1. Make friends
2. Use first names
3. Don't worry about your English
4. The British love diplomacy and understatement
5. Press hot buttons
6. Humor is serious business
7. The „No Rule“-rule

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### The Financial Crisis 2008 I

- Adam Smith (1723 -1790) (1776)
- Karl Marx (1818 – 1883) (1867)
- Ludvig Erhard (1897 – 1977) (1948)
- Milton Friedmann (1912 – 2006) (1976)
- Ronald Reagan (1911 – 2004) (1981-1989)
- Margareth Thatcher ( 1925- ) (1979 – 1990)

1990 - World Population 6 Billion 7 - 2008

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### The Financial Crisis 2008 II

- Fall of the Berlin Wall (1989)
- Colaps of the Sowjet Union (1990)
- Market Economy is the Winner
- China becomes member of the WTO (2001)
- Technological Hype (2000 -)
- Institutionalization of Greed (-)
- Capitalism is at Bay (2008 -) (Turbo Cap.)

„The core pyscological prosess in the economy“

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### The Financial Crisis 2008 III

- US Problems
  - Subprime Products
  - Lehmanns Brothers
- Lack of Trust & Liquidity
- Stock Exchanges
- Currency - US \$ to the Euro
- Oil Price – Interest Rates

CEO Compencation, Bonuses etc.

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### The Financial Crisis 2008 IV

- Country Trouble
  - Iceland - Hungary - Ukraine, etc.
- Car Industry - Production Cut, Lay Offs
- Other Industries,  
...Homes/Estate...Construction...  
Raw Materials... IT...Ad...Retailing...Wal Mart
- Resession – Country Wise - World Wide

People, Money and Know How = Value Creation/Growth

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### The Financial Crisis 2008 V

- Solutions – short and long Term
  - State Credit Supply - „Tax Payers Help“
  - IMF
  - Cut in interest rates

- New Competision Authority – Globaly
- New Finance Authority - Globaly
- Ethical Campagne against Greed - Globaly

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Which principle is the best?

### Management principles

- Management by ideas
- Management by results
- Management by control
- Management by exception
- Management by objectives
- Management by system
- Management by motivation
- Management by crisis
- Management by doing nothing
- Management by flying around
- Management by .....

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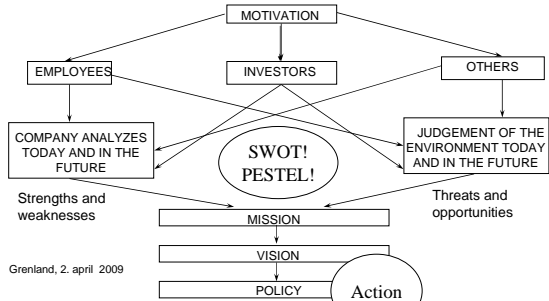
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## How to develop a company policy?




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## Kotler on the mission

"Mission statements are at their best when they reflect a vision"

5 major characteristics:

- limited number of goals
- major policies and values
- major competitive spheres
- long-term view
- keep it short and memorable




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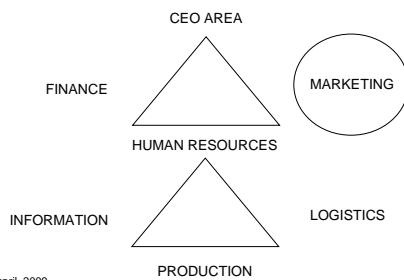
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## Generic departments of the company




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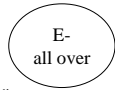
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## Marketing trends



- Turbo marketing (e-speed)
- Global marketing and networking (e-world)
- Total quality management and marketing (TQM)
- Relationship marketing (CRM) (eCRM)
- Multimedia marketing/electronic marketing(e-m/e-c/s-c)
- Branding (e-branding) / Bio/Eco and Viral Marketing

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## Marketing

“Marketing is market-oriented leadership. That means that marketing contains, analyzes of all market needs, definition of the market, decision about the core business activities, product development, price and conditions, sales and advertising and distribution”

Odd Gisholt

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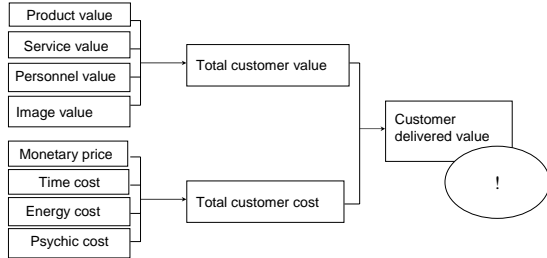
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### Determinants of Customer Added Value




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### ”Marketing is Marketoriented Leadership”

- Marketing is a boardroom-matter
- Führungshaltung
- Marketing is a matter for the CEO
- Unternehmerische Denkart




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„Marketing muss Chefsache werden“

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Dr. oecon Odd Gisholt  
Internasjonal Markedsføring Source: H. Weinhold / O. Gisholt

### Strategic marketing


(Long term / corporate level)

Customer needs



Product categories

Image / positioning



Market share /  
Customer loyalty

→ Data warehousing / data mining

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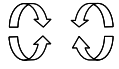
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Dr. oecon Odd Gisholt  
Internasjonal Markedsføring Source: P. Kotler / O. Gisholt

### Tactical marketing (short-term)

**Product development  
(branding) (b)**



**Promotion (p)  
(sales and advertising)**

**Price  
(conditions) (c)**

**Place  
(distribution) (d)**

**Marketing-Mix**

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Dr. oecon Odd Gisholt  
Internasjonal Markedsføring Source: O. Gisholt

### Marketing – export – internationalization – globalisation

- Marketing is market-oriented leadership
- Exporting is to deliver a product or a service in a market outside your own country
- Internationalisation is market-oriented leadership where there are no country borders
- Globalisation is market-oriented leadership where the company considers the whole world as its market

• **(People, money and know how)**

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## Positioning

"Positioning is to place an object in the minds of a target-group in such a way that it is perceived to answer the market needs best" – It gives top satisfaction

- Type of **condition** for which the product will be used
- Type of **costumer** for whom the product will be considered
- Products with which it will **compete** most closely

⇒ Satisfaction means meet Expectations

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## Differential Advantage

"A differential advantage is one or more features of the product offering which satisfies three fundamental criteria"

- It differentials the product from all the others, creating a perception of **uniqueness**
- It is **important**, or can be made to seem important, to the target audience
- It is **sustainable**, over time, against the competition

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## The decades

- 1910 ⇒ Engineering
- 1920 ⇒ Finance
- 1930 ⇒ Accounting
- 1940 ⇒ Production
- 1950 ⇒ Sales
- 1960 ⇒ Marketing
- 1970 ⇒ Strategic planning
- 1980 ⇒ Strategic management
- 1990 ⇒ Global management
- 2000 ⇒ Digital management
- .... ⇒ Corporate Governance
- .... ⇒ E/CSR
- 2009 ⇒ I + C

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## Creativity (I)

- Creativity is a way of human thinking bringing results that were unknown until now
- It's a process that brings new ideas and solutions
- Creativity is dependent on the human ability to
  - think abstractly
  - combine ideas
  - and associate ideas

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## Creativity (II)

- The creative process can be characterized by
  - motivation
  - irregularity
  - spontaneousness
- Lateral thinking = creative thinking
- Vertical thinking = structural, logical thinking
- To solve business problems, you need a combination of lateral and vertical thinking




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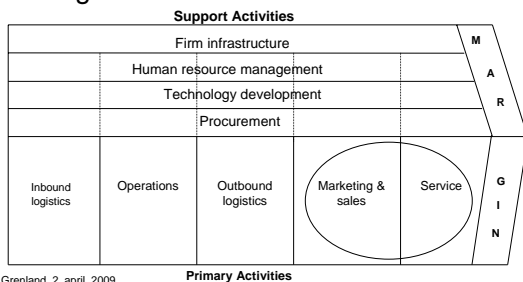
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## The generic value chain




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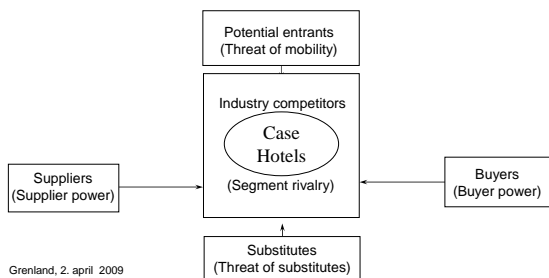
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## Five forces determining segment structure attractiveness




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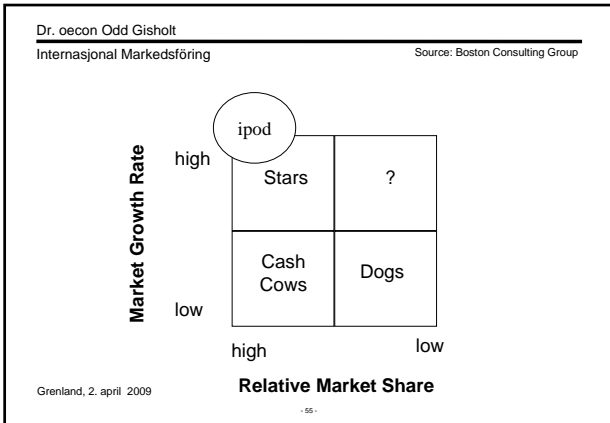
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Internasjonal Markedsføring

## The MARKETING PLAN

1. Executive Summary
2. Situation Analysis
3. Marketing Strategy
4. Financials
5. Control

Sample: Pegasus Sports International  
Kotler/Keller (2009), Pages 98-102

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Internasjonal Markedsføring Source: O. Gisholt

### Viktige adresser:

- [www.europa.eu](http://www.europa.eu)
- [www.efta.int](http://www.efta.int)
- [www.norwegen.no](http://www.norwegen.no) Sven Erik Svedman, Berlin, Morten Paulsen, Hamburg
- [www.mfa.no](http://www.mfa.no) Björn Tore Godal
- [www.norwegen.ahk.de](http://www.norwegen.ahk.de) Astrid Tideman Sörfand, Bernd Hannoschöck
- [www.ekornes.de](http://www.ekornes.de) Tormod Sorteaug

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End of Part one !

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