





What Is International Marketing?

“marketing on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives”





International Marketing



GLOBAL MARKETING



Simply, the International Marketing is to undertake the marketing activities in more than one nation. It is often called as Global Marketing, i.e. designing the marketing mix (viz. Product, price, place, promotion)



*** there are following reasons that attract the organization to be global:**

- * Increased Economies of Scale**
- * High-profit opportunities in the international market than the domestic market**
- * Huge Market Share**
- * Elongated life of the product**
- * Untapped International Market**

- * There are following ways through which companies can globalize:



* Exports

The easiest way to enter the market is through exports that can be indirect or direct. In Indirect Exports, the trading companies are involved that facilitates the buying and selling of goods and services abroad, on the behalf of the companies.



- * Nowadays, companies need not go to the international trade shows to show their products, they can very well create the awareness among the customers worldwide through an electronic media i.e. internet.



- * Ultimately, the firms can establish their own business facilities or own a part of the local company to facilitate the sale of goods and services.

COUNTRIES WITH THE MOST FOREIGN **DIRECT INVESTMENT**

