



Marketing plans in international markets

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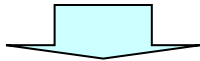
Which are the differences in the marketing plan of...

- An exporting company?
- A multinational company?
- A global company?

EXPORT MARKETING PLAN – PRODUCT / MARKET / YEARS

EXTERNAL ANALYSIS

Demand	Market System
International Segmentation	Competitors
Buying Behavior	Macro environment



Strengths	Weaknesses
Opportunities	Threats



INTERNAL ANALYSIS

Marketing	Economics
Operational Processes	

MARKETING STRATEGY

OBJECTIVES
TARGET GROUP
COMPETITIVE STRATEGY
ENTRY MODE
POSITIONING

MARKETING MIX

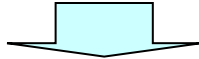
PRODUCT / SERVICE Standardization / Adaptation	PLACE Standardization / Adaptation
PROMOTION Standardization / Adaptation	PRICE Standardization / Adaptation

CONTROL

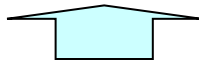
MULTINATIONAL MARKETING PLAN – PRODUCT / MARKET / YEARS

EXTERNAL ANALYSIS

Demand	Market System
Segmentation	Competitors
Buying Behavior	Macro environment



Strengths	Weaknesses
Opportunities	Threats



INTERNAL ANALYSIS

Marketing	Economics
Operational Processes	

MARKETING STRATEGY

OBJECTIVES

TARGET GROUP

COMPETITIVE STRATEGY

POSITIONING

MARKETING MIX

PRODUCT / SERVICE

PLACE

PROMOTION

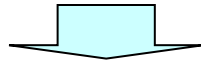
PRICE

CONTROL

GLOBAL MARKETING PLAN – PRODUCT / MARKET / YEARS

EXTERNAL ANALYSIS

Demand	Market System
Global Segmentation	Competitors
Buying Behavior	Macro environment

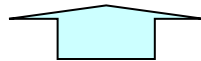


Strengths	Weaknesses
Opportunities	Threats



INTERNAL ANALYSIS

Marketing	Economics
Operational Processes	



MARKETING STRATEGY

OBJECTIVES

TARGET GROUP
(Horizontal segment)

COMPETITIVE STRATEGY

GLOBAL POSITIONING

MARKETING MIX

GLOBAL PRODUCT / SERVICE

Adaptation?

GLOBAL PLACE

Adaptation?

GLOBAL PROMOTION

Adaptation?

GLOBAL PRICE

Adaptation?

CONTROL