



# Marketing plans in international markets

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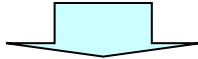
# Which are the differences in the marketing plan of...

- An [exporting company](#): ethnocentric approach
- A [multinational company](#): polycentric approach
- A [global company](#): global approach

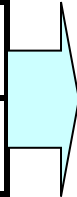
## EXPORT MARKETING PLAN – PRODUCT / MARKET / YEARS

### EXTERNAL ANALYSIS

Demand	Market System
International Segmentation	Competitors
Buying Behavior	Macro environment



Strenghts	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

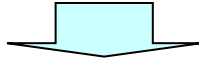
**PRICE**  
Standardization / Adaptation

***CONTROL***

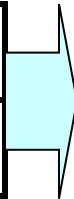
## MULTINATIONAL MARKETING PLAN – PRODUCT / MARKET / YEARS

### EXTERNAL ANALYSIS

Demand	Market System
Segmentation	Competitors
Buying Behavior	Macro environment

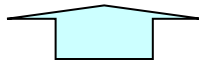


Strenghts	Weaknesses
Opportunities	Threats



### INTERNAL ANALYSIS

Marketing	Economics
Operational Processes	



### MARKETING STRATEGY

#### OBJECTIVES

#### TARGET GROUP

#### COMPETITIVE STRATEGY

#### POSITIONING

### MARKETING MIX

#### PRODUCT / SERVICE

#### PLACE

#### PROMOTION

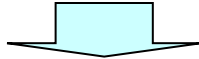
#### PRICE

#### *CONTROL*

## GLOBAL MARKETING PLAN – PRODUCT / MARKET / YEARS

### EXTERNAL ANALYSIS

Demand	Market System
Global Segmentation	Competitors
Buying Behavior	Macro environment



Strenghts	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*