

International Communications

MASTERCLASS 08



**Flummoxed in France? Mystified in Mexico?
Overseas profits not what they should be?**



**Unwrap the secrets to creating a great
impression overseas at the 2008
International Communications Masterclass**

Friday May 16 2008

Park Inn, 296 Mansfield Road, Nottingham, NG5 2BT

Devising an export marketing plan

The Three Golden Rules



→ About you...

⊙ Who are you?



→ About me....

- ◉ International B2B marketing specialist
- ◉ Marketing planning to PR campaigns
- ◉ Chartered marketer
- ◉ Linguist
- ◉ I love international marketing!



→ About me....



→ What will we cover?

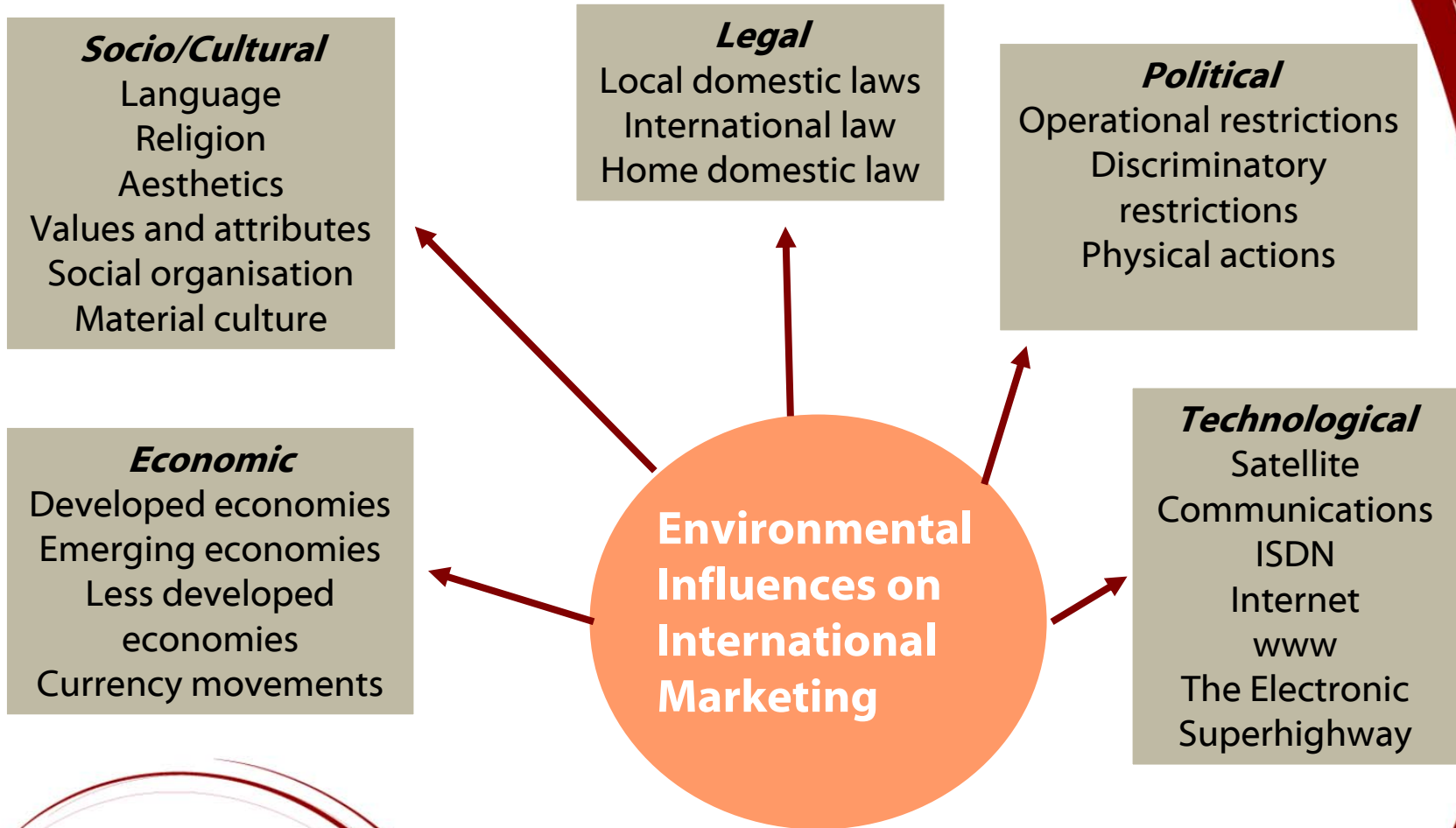
- ◉ The **3 GOLDEN RULES** for export marketing planning

→ Setting the scene

Export marketing planning

- ◉ How does international marketing differ from domestic marketing?
- ◉ Why should a business have a marketing plan?

Environmental Influences



Examples - Environmental Influences



 **The key to success is...**

**“manipulating the
controllable tools of the
marketing mix within the
uncontrollable international
environment.”**

→ The planning process

Five Steps

1. Where are we now?
2. Where do we want to be?
3. How might we get there?
4. Which methods should we use?
5. How can we ensure arrival?

Export planning process

Step 1

Where are we now?

Stakeholder expectations
Situation analysis
Resources & capabilities



Step 2

Where do we want to be?

Mission, objectives



Step 3

How might we get there?

Marketing strategies
Growth
Standardisation/adaptation
Country forecasts/targets



Step 4

Which methods should we use?

Marketing mix plans
Regional, global, multi-domestic integration
Activity plans, budgets, schedules



Step 5

How can we ensure arrival?

Monitoring, measurements, evaluations

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→ The three golden rules

1. Know your market
2. Consider the needs of all stakeholders
3. Don't assume anything

→ Golden Rule 1

“Know your market.”

➔ 1- Know your market

Why know your market?

- ⦿ To REDUCE RISK
- ⦿ Base decisions on KNOWLEDGE and MARKET NEEDS

→ 1- Know your market

3 Areas of market research

- ⊙ Market scanning
- ⊙ Building market information systems
- ⊙ Primary research

→ 1- Know your market

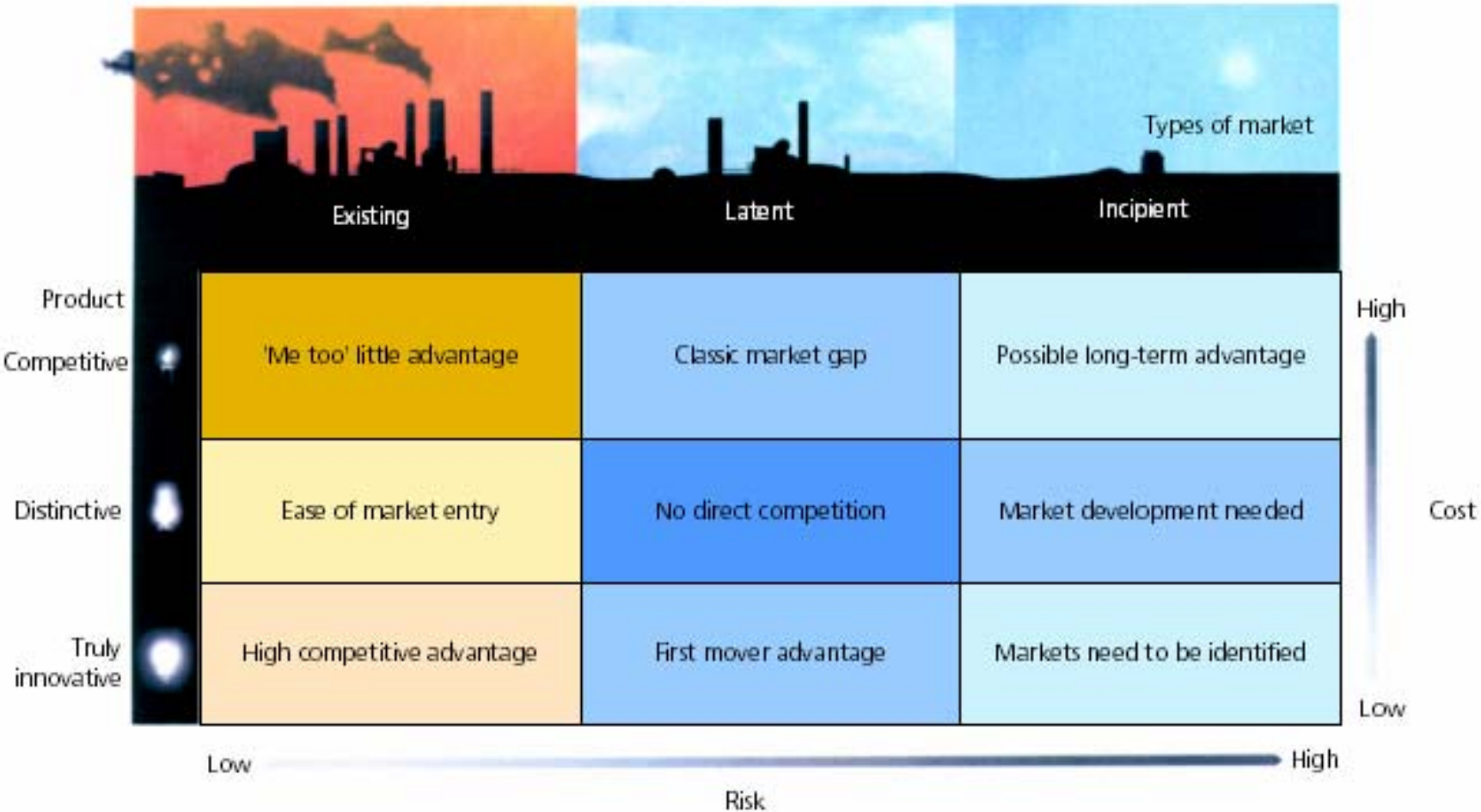
- ⦿ What does market scanning entail?
- ⦿ What are the three types of market opportunity?

→ 1- Case Study – Scanning Markets

Optcan assess Saudi Arabia

- ◉ What type of market opportunity is this?
- ◉ How should Optcan assess the level of risk?

Competition & level of market development



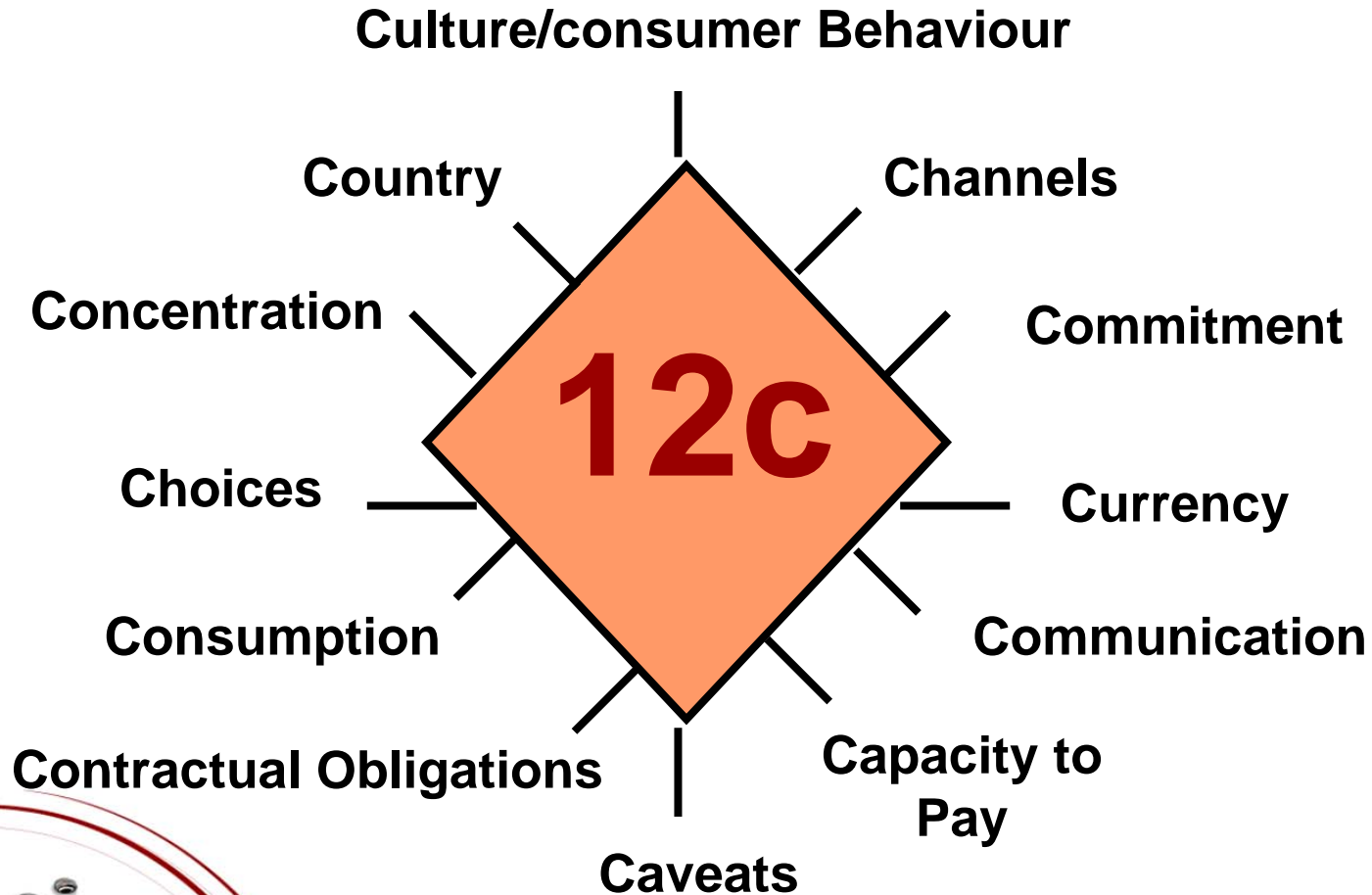
Source: DOOLE & LOWE 2008

→ 1- Know your market

Analytical techniques

- ⊙ Demand pattern analysis
- ⊙ Multiple factor indices
- ⊙ Analogy estimation
- ⊙ Risk evaluation indices

Market Information Systems – 12C



Source: DOOLE & LOWE 2008

→ Sources of Market Information

- ⊙ Business libraries
- ⊙ International Chambers of Commerce
- ⊙ UK Trade & Investment
- ⊙ Embassies
- ⊙ Banks
- ⊙ Trade Associations
- ⊙ Overseas distributors
- ⊙ Foreign trade associations

Useful Websites

- ◉ www.uktradeinvest.gov.uk
- ◉ www.britishchambers.org.uk
- ◉ www.cia.gov/cia/publications/factbook
- ◉ www.wto.org
- ◉ www.gbrands.com
- ◉ www.worldbank.org
- ◉ www.economist.com
- ◉ www.businessweek.com

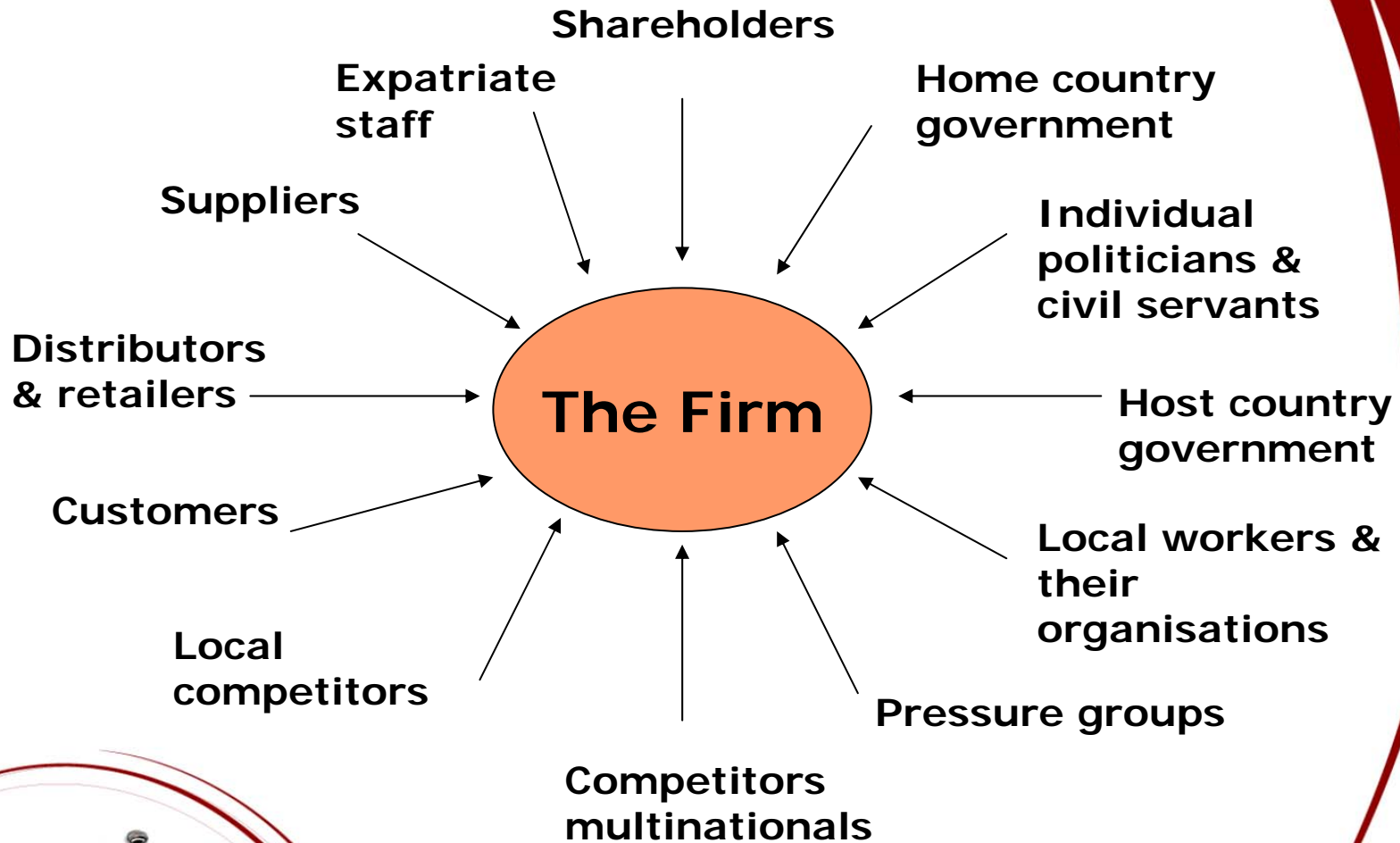
→ Golden Rule 2

“Consider the needs of all stakeholders.”

→ 2 – Consider all stakeholders

- ◉ Who are your stakeholders?

Typical Stakeholders



➔ 2 – Consider all stakeholders

- ◉ Why are stakeholders even more key in an international planning context?

➔ 2 – Consider all stakeholders

- ◉ **Why are stakeholders even more key in an international planning context?**
- ◉ There are many more organisations and people who have a stake in how business is conducted and so there are more differing expectations to manage.

→ Stakeholder Conflict

1. Considering the different stakeholder groups, suggest three possible conflicts which may occur for international businesses.

→ Gap – Case Study – Child Labour

1. How could the situation have been avoided?
2. How might Gap resolve the situation?

→ Golden Rule 3

“Don’t assume anything.”
If you assume you’re likely to fail.

→ Culture

Culture is....

the most dominant aspect of the international environment

→ Culture – A Definition

Culture is the sum total of learned beliefs, values and customs that serve to direct customer behaviour in a particular country.

→ Culture



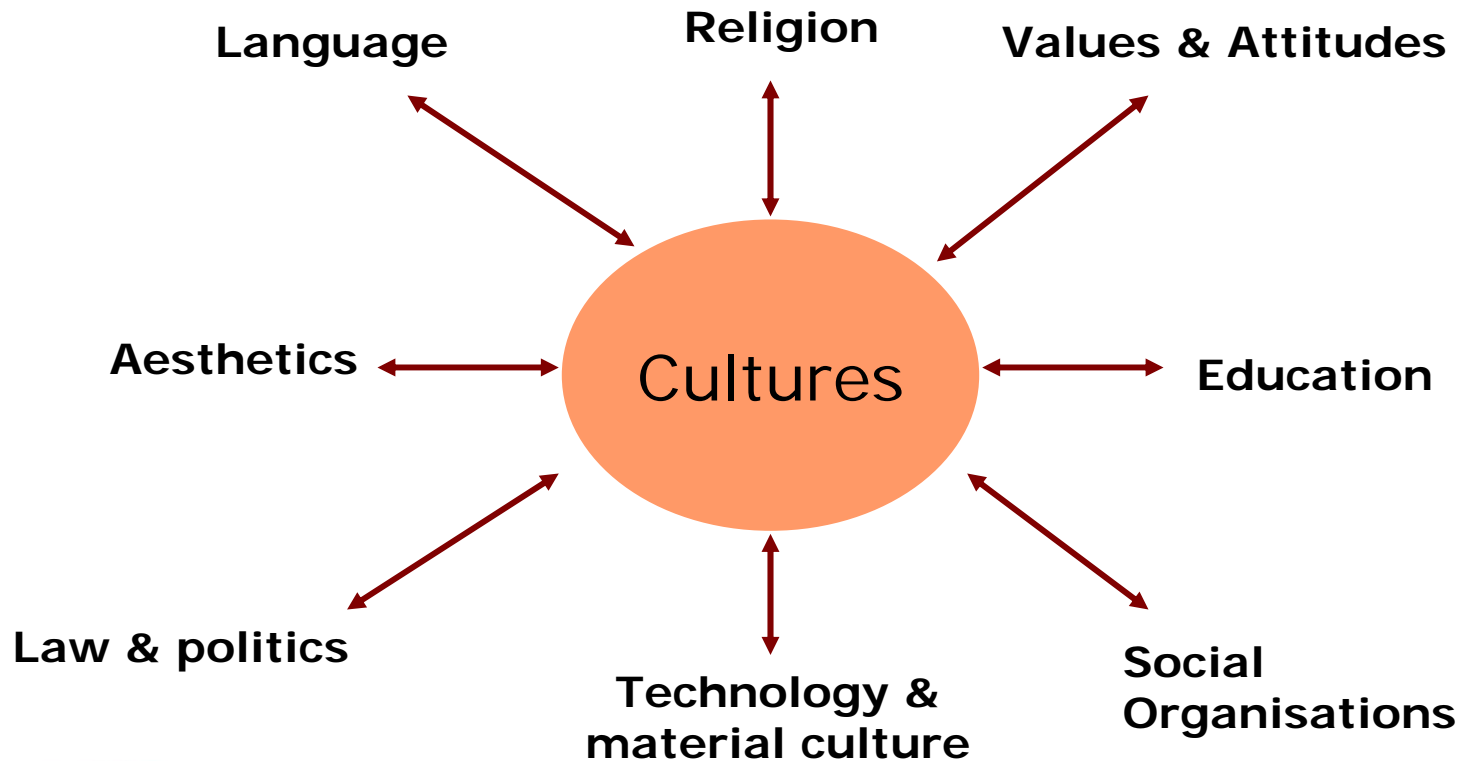
→ Self Reference Criterion - SRC

Refers to how we make unconscious reference to our own cultural values when examining other cultures.

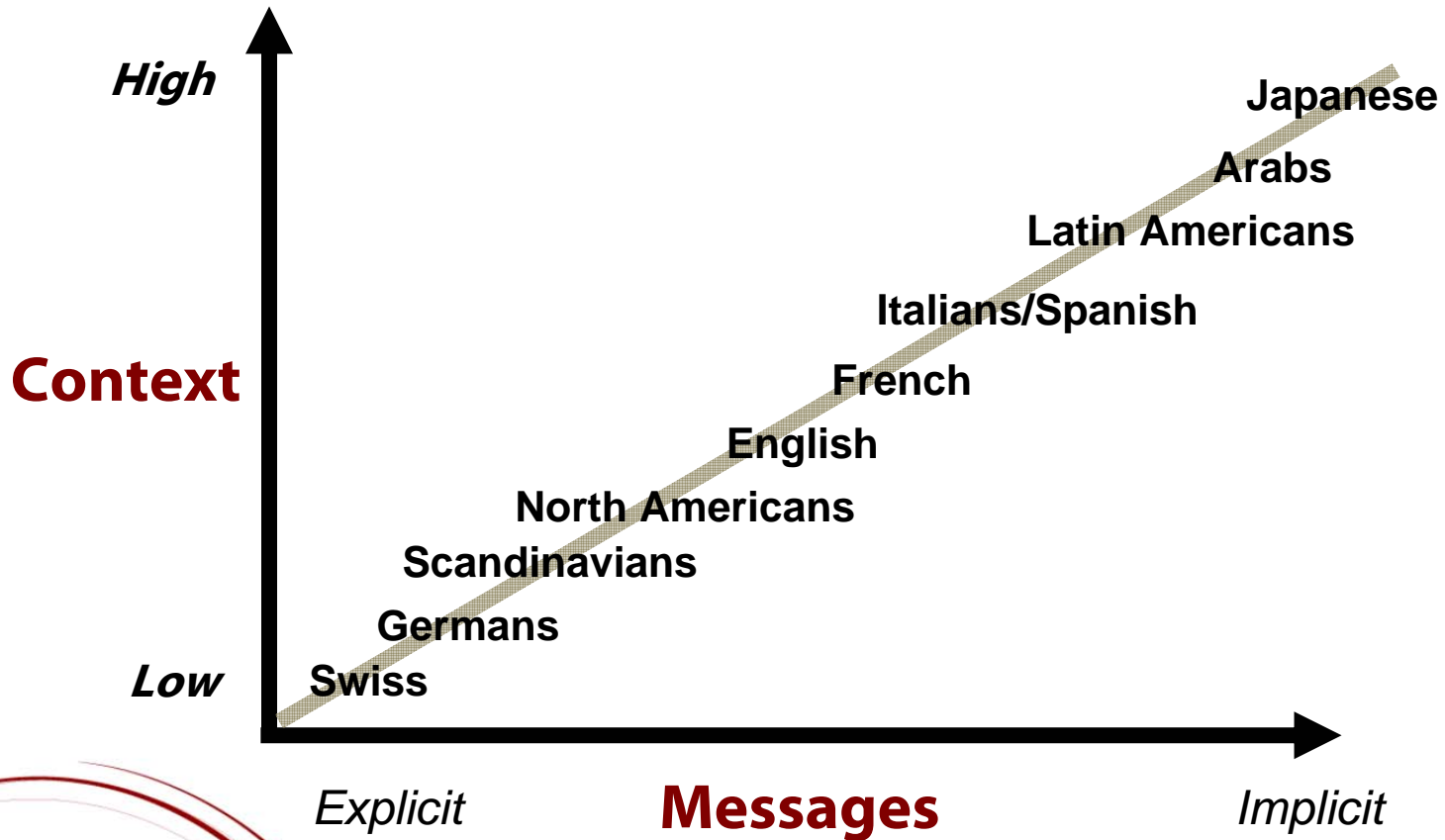
→ Country of origin effect

Consider whether it is **positive** or **negative** in your target country.

A framework for examining culture



Contextual continuum of different cultures



Source: Usiner et al (2005)

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Thank you!

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