



Domestic marketing vs. International marketing

Areas of comparison

Domestic

International

Meaning and Coverage

One country

Outside one country

Scope

Limited growth opportunities

Numerous growth opportunities

Territorial

Area within a country/ Narrower /limited

Extended/ Wider area , in addition to one country

Customer Base

Domestic customers make up a smaller base

a larger client base made up of several domestic marketplaces

Government intervention

Limited government intervention within one country

More government intervention of host country/ countries

Control

uniform and constrained intervention and control strategies.

More variable and inconsistent control measures based on the various nation-states

Risk involved

Less risks and challenges

More and varied risks and challenges

Technological use

Technological usage according to own country

Technological changes according to target country

Research required

Research in limited area

Extensive research

Financial resources

Few financial resources required

High financial resources required

Financial Climate

Stable financial climate

Fluctuations need to be identified

Marketing

According to domestic country

According to international country

Limitation

Very few

communication barriers; currency rates; different customer characteristics; high risk; different laws, customs, traditions, etc.