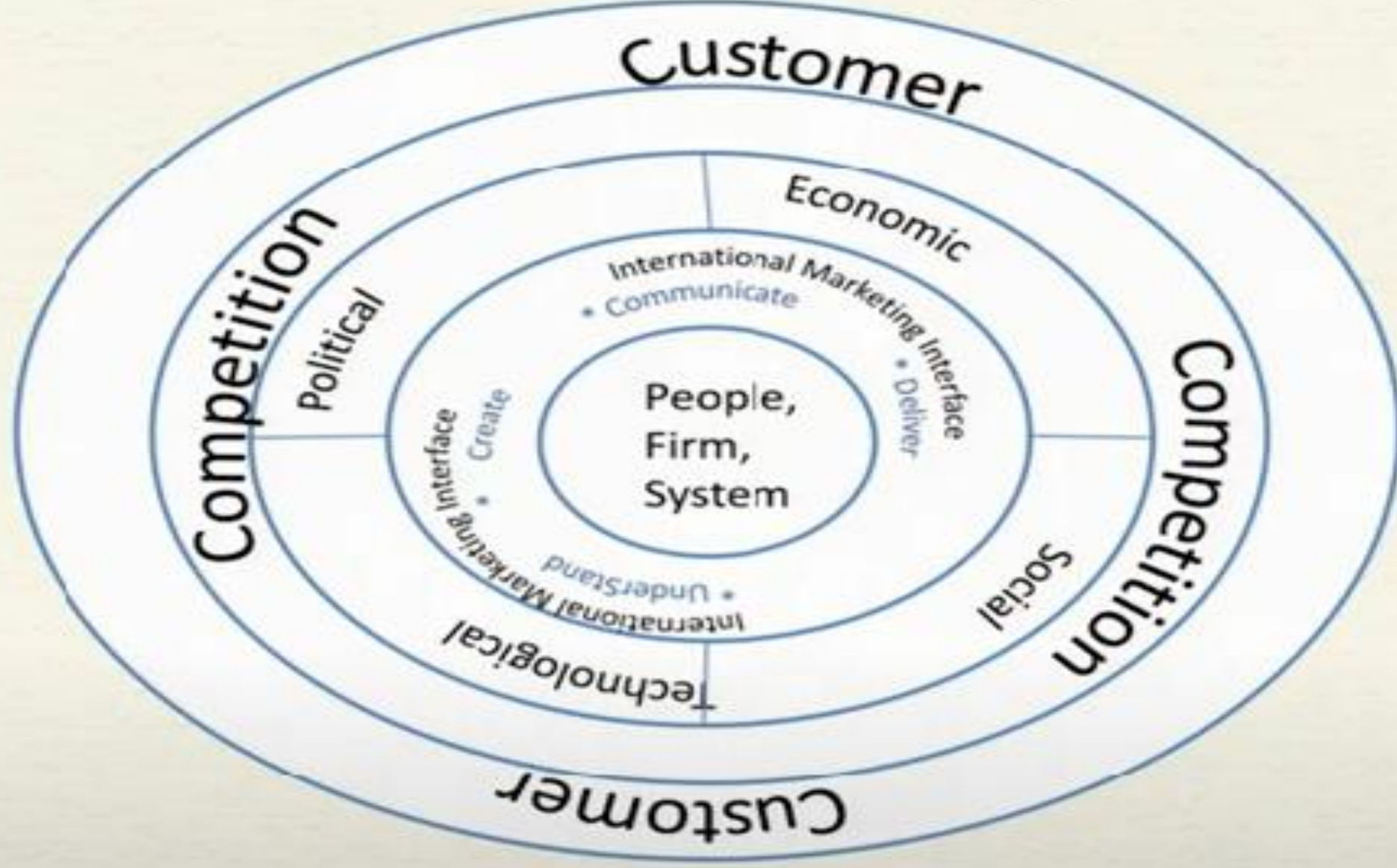
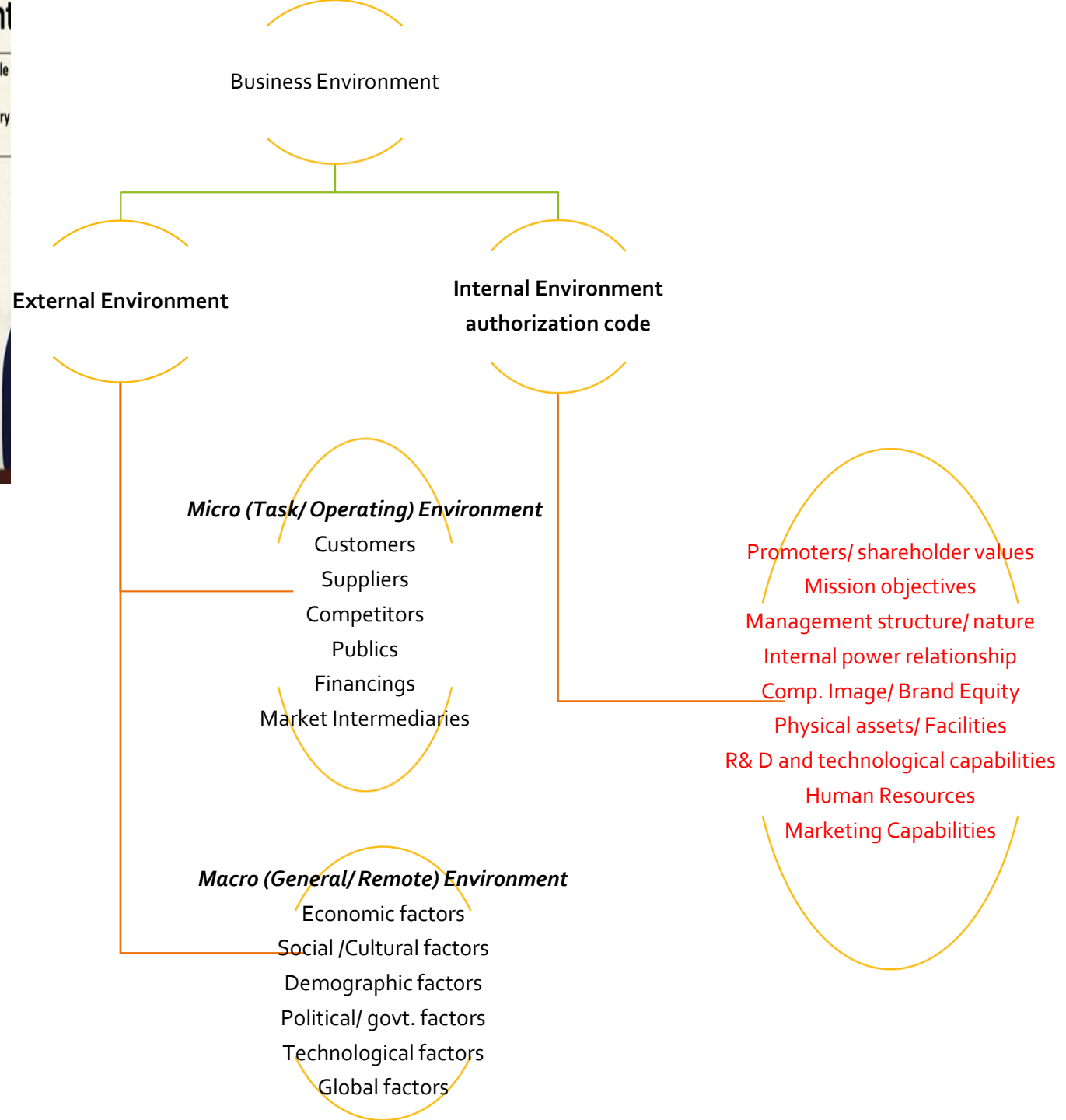
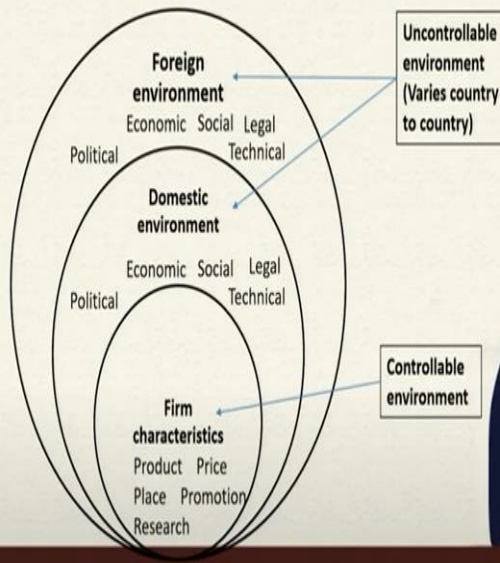


# International Marketing Environment

# International Marketing Interface



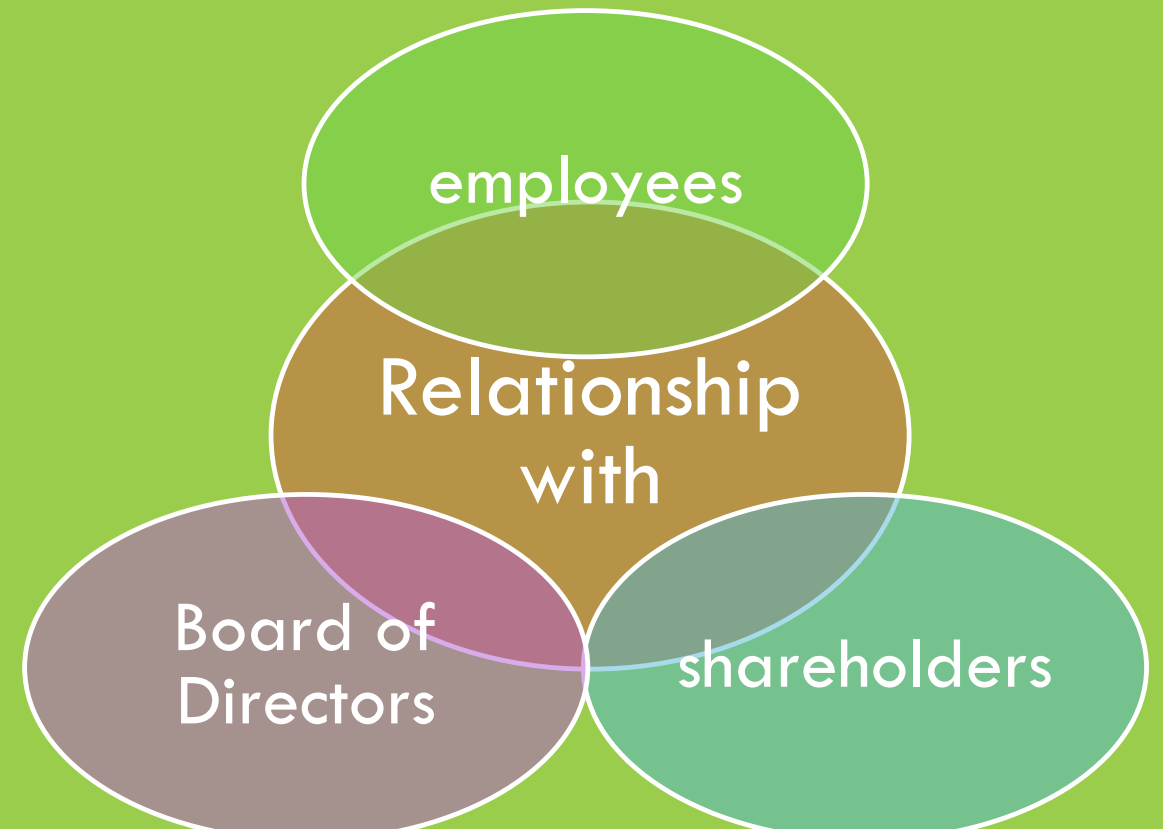
# International Marketing Environment



International Marketing environment refers to the controllable and uncontrollable forces that influence upon the marketing decision making of a firm globally.

Marketer need to take strategic decisions as whether an organization should enter a given foreign market or not, what market entry strategy should it employ, what strategy it should adopt in respect of product, promotion, pricing and distribution, etc. are based on two sets of factors, viz., the company related factors and the foreign market related factors.

Company related factors- Company objectives, Resources, and international orientation



# MACRO

## Socio-cultural Environment-

- (a) Language,
- (b) Colour,
- (c) Customs and taboos,
- (d) Values,
- (e) Aesthetics,
- (f) Time,
- (g) Business norms,
- (h) Religion, and
- (i) Social structures

## Political Environment

- a) Political Stability
- b) Monetary Circumstances
- c) Trading Blocs and Agreements
- d) Tariff and Non-Tariff Barriers
- e)

## Legal

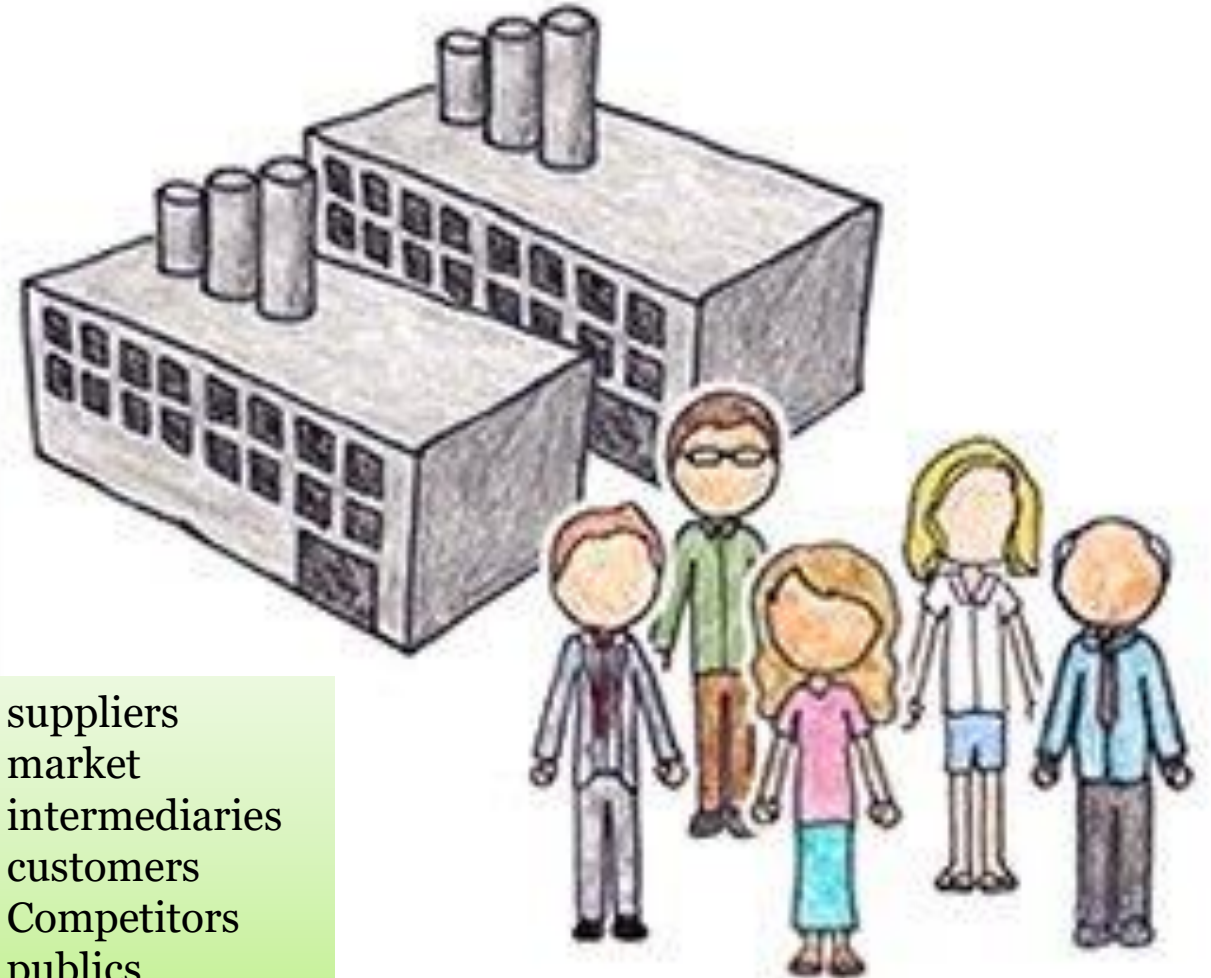
## Technological

## Economic



- (1) Contracts for the supply and delivery of goods and services
- (2) The registration and enforcement of trademarks, brand names, and labeling
- (3) Patents
- (4) Marketing communications
- (5) Pricing
- (6) Product safety, acceptability, and

# MICRO



suppliers  
market  
intermediaries  
customers  
Competitors  
publics