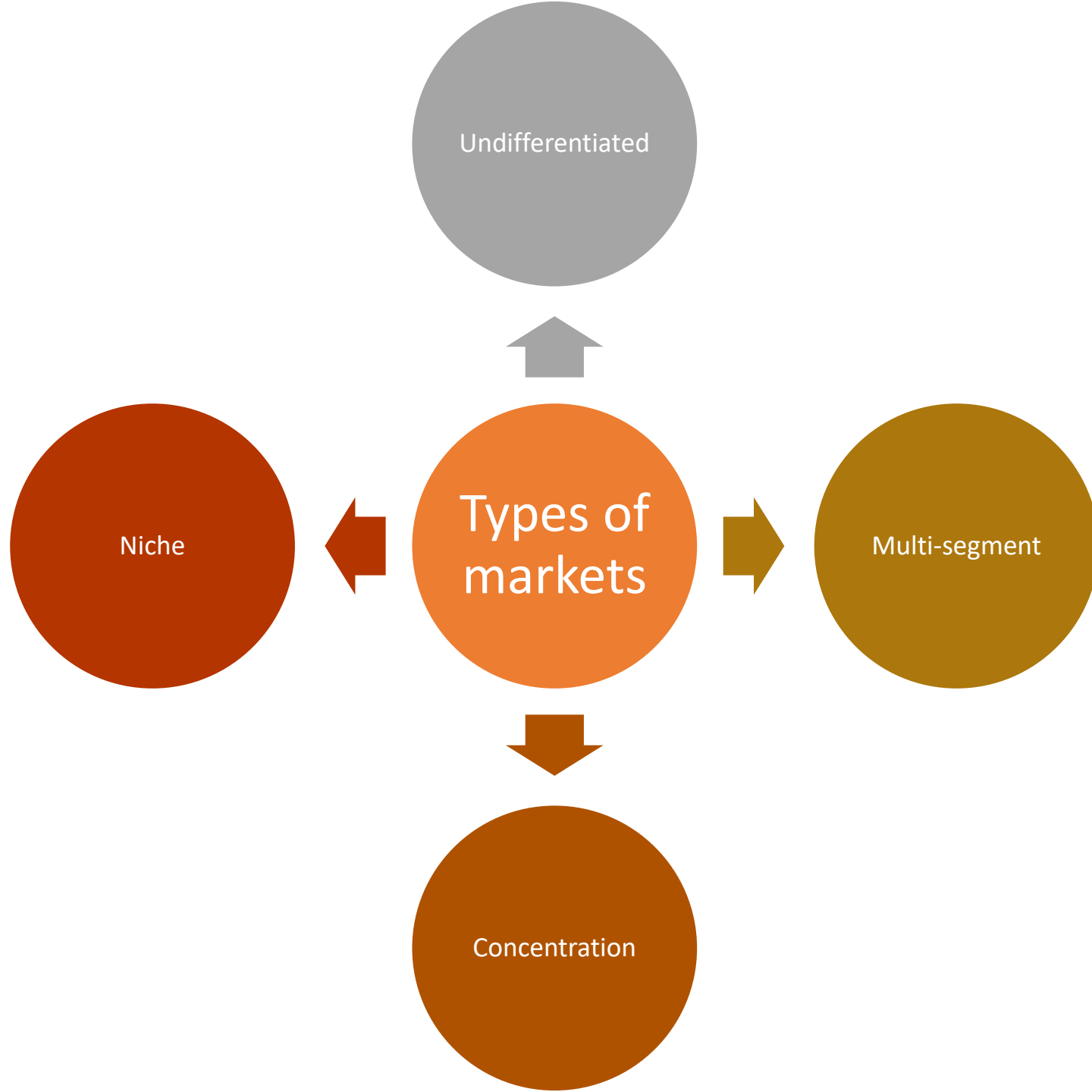
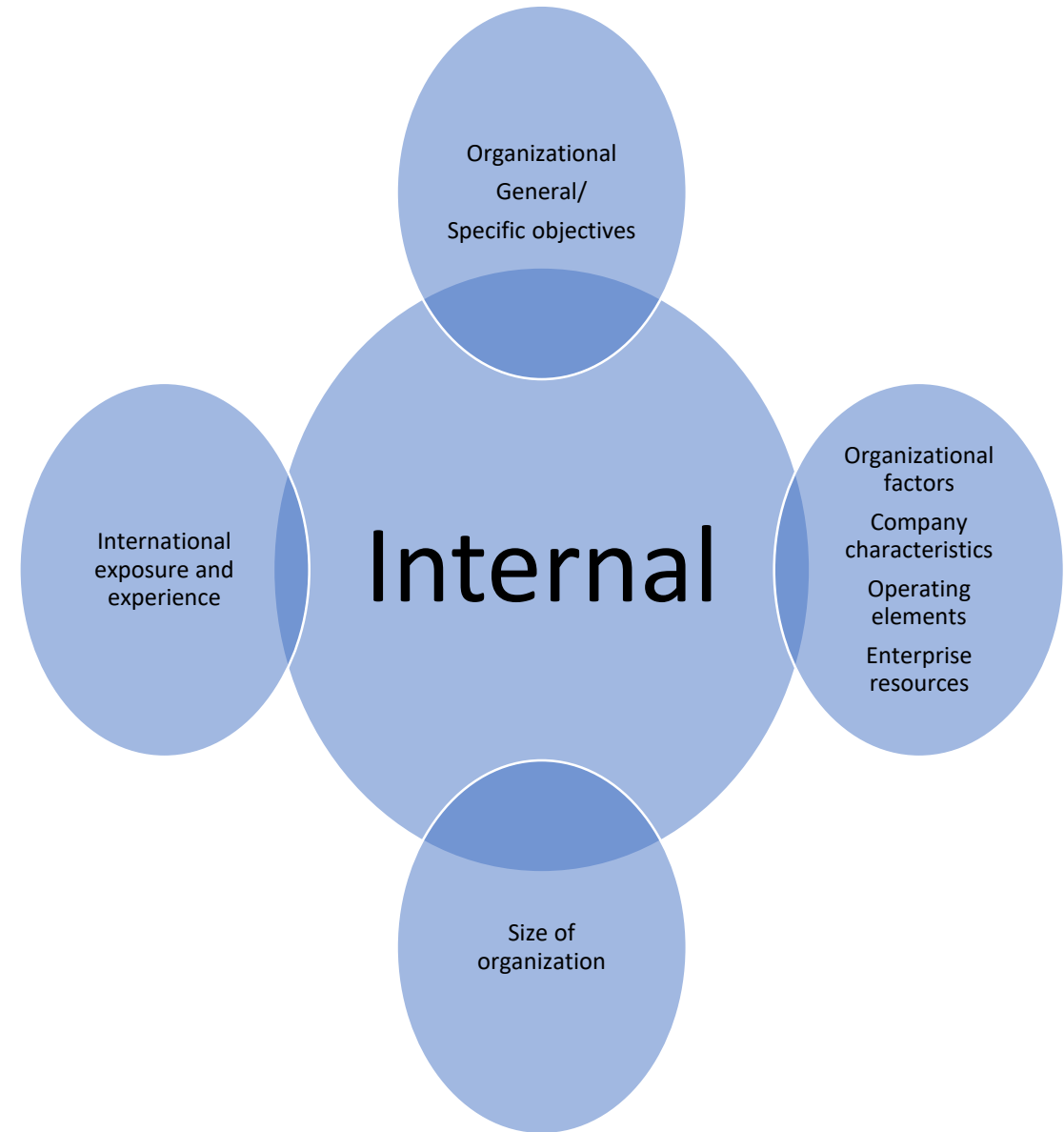
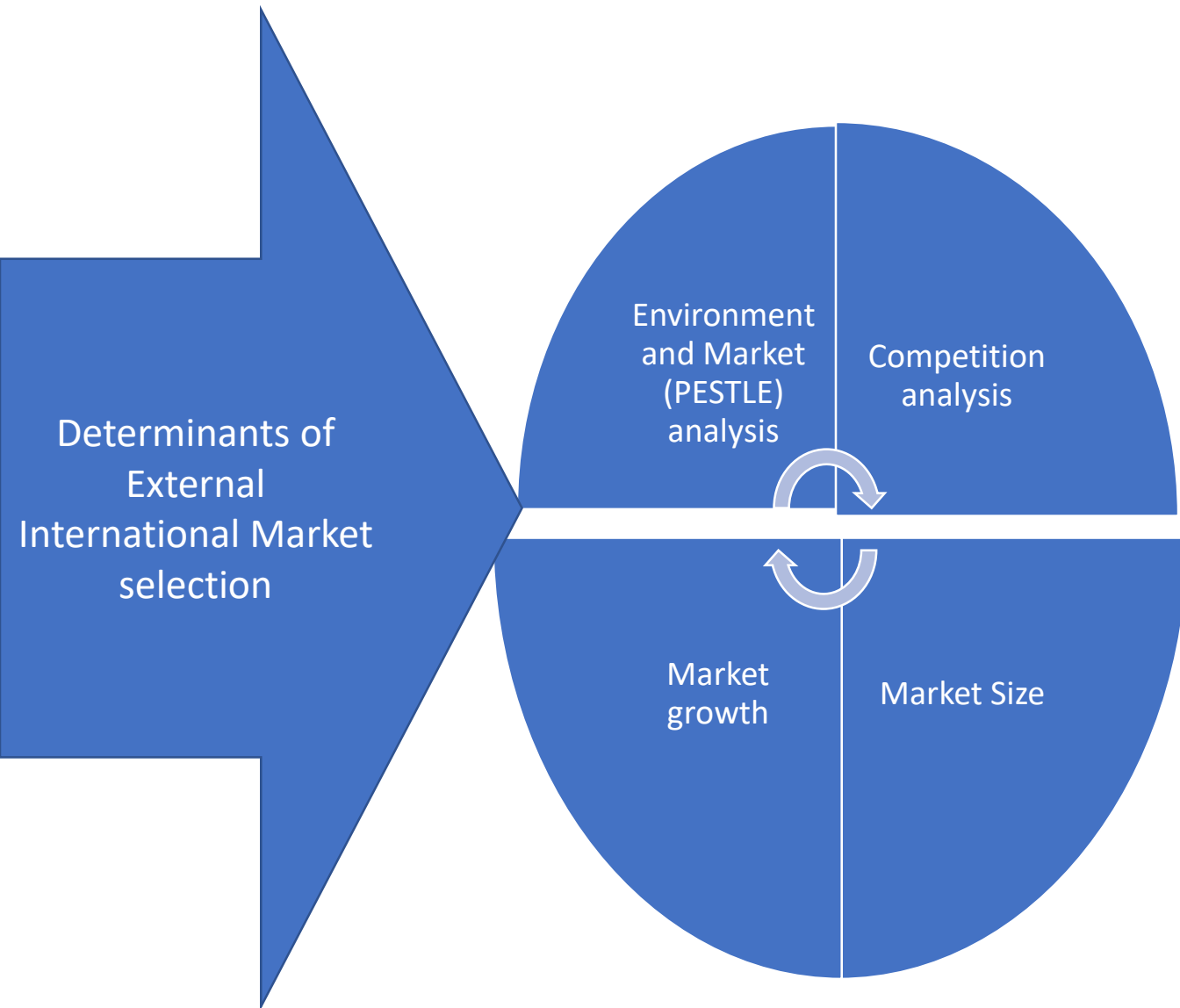


Market Selection

The international market selection process requires segmentation and market target strategies. This process of dividing a market into distinct subsets (segments) of consumers with common needs. Segmentation can be demographic, psychographic, geographic, and benefit segmentation. During segmentation, an organization should consider measurability (the degree to which the size, purchasing power of a market segment can be measured), Accessibility (the degree to which a market segment can be reached and served), Substantiality/profitability (the degree to which a market segment is sufficiently large or profitable) and actionability (the degree to which effective programs can be designed for attracting and servicing a given market segment).







Market Selection
Process



International
Marketing
Objectives

Parameters
for selection

Preliminary
screening

Shortlisting
of markets

Evaluation
and selection

Test
Marketing

Commercial
production

Attributes	Weighting Factor	Country A		Country B		Country C	
		RS	WS	RS	WS	RS	WS
General							
Political stability	10	10	100	7	70	10	100
Economic stability	8	10	80	7	56	8	64
Currency strength and stability	8	9	72	7	56	8	64
Government policy	8	8	64	8	64	8	64
Infrastructural facilities	8	9	72	6	48	7	56
Ability to serve as marketing hub	10	8	80	5	50	6	60
Tax incentives	5	7	35	6	30	7	35
Ethnic factors	4	7	28	4	16	7	28
Bureaucracy and procedure	7	8	56	6	42	6	42
Sum of weighted scores			587		432		513
Specific							
Competition	8	4	32	7	56	8	64
Demand	10	10	100	6	60	8	80
Labour costs	7	7	49	8	56	7	49
Labour productivity	7	6	42	6	42	8	56
Infrastructure	8	8	64	6	48	8	64
Govt. policy and regulation	8	9	72	7	56	8	64
Incentives	5	6	30	5	25	6	30
Sum of weighed scores			389		343		407
Grand Total			976		775		920
Ranking countries			1		3		2

RS = Raw Score

WS = Weighted Score (weighting factors × RS)