## Analytic and Strategic Approaches to the Development of International (European) Markets



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### Reviews

*Complete guideline for publication fans. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book. (Llewellyn Terry)* 

# ANALYTIC AND STRATEGIC APPROACHES TO THE DEVELOPMENT OF INTERNATIONAL (EUROPEAN) MARKETS



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Diplom.De Mai 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x11 mm. This item is printed on demand -Print on Demand Titel. Neuware - Diploma Thesis from the year 2000 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Neu-Ulm (Betriebswirtschaftslehre), language: English, abstract: Inhaltsangabe:Abstract: The objective of this thesis comprises the analytic and strategic approach to develop new and international markets based on the specific interest for the medium-sized US software company Pixel Magic Imaging, Inc. (PMI). PMI was in its infancy in terms of going international . In other words, PMI had neither an organized and international marketing conception nor a regular business to foreign customers and markets so far. Aim and object of this project was analyzing marketing opportunities for their product portfolio within different international markets and to approach adequate marketing strategies. Therefore data of international markets must be collected, evaluated and analyzed to put these results in a strategic order. This thesis deals with the development of foreign markets and how market entry could be realized. It focuses on explaining ways how to get there. The aim of this thesis is to prove which strategies are possible and to explain them in a general approach. The market research and defining the appropriate strategies where focused on the company s product portfolio. The products are digital imaging software and equipment and are placed in the segment for professional photographers, photographic entrepreneurs and retail outlets. The scope of duties in this thesis consisted in gathering data and compiling reports for international sales opportunities in so far unknown international markets. The study combines the theoretical approach with the know-how of working expierence and expatiated the methodology of international marketing research, designing of an international marketing concept and the...

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