

MARKETING *Club* 176th

176th Marketing Club
132nd Business Club
37th Cairo Club

International

Marketing

JOIN FREE



LIVE WEBINAR

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
**15th April
2025
Tuesday**

9 pm



10 pm



11 pm

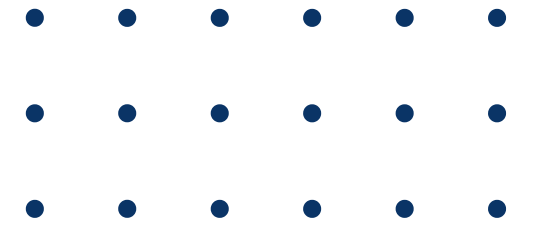


Place
Online
Zoom



Instructor
Dr. Ahmed Aly
Sales & marketing Manager

AHMED ALY MOHAMED



Multinational Pharma

National Pharma MNF.

Global Marketing
(Devices)

Digital Marketing
Agency

Marketing Consultations





INTERNATIONAL MARKETING CLUB

INTERNATIONAL MARKETING

BREAKING BORDERS
GOING GLOBAL

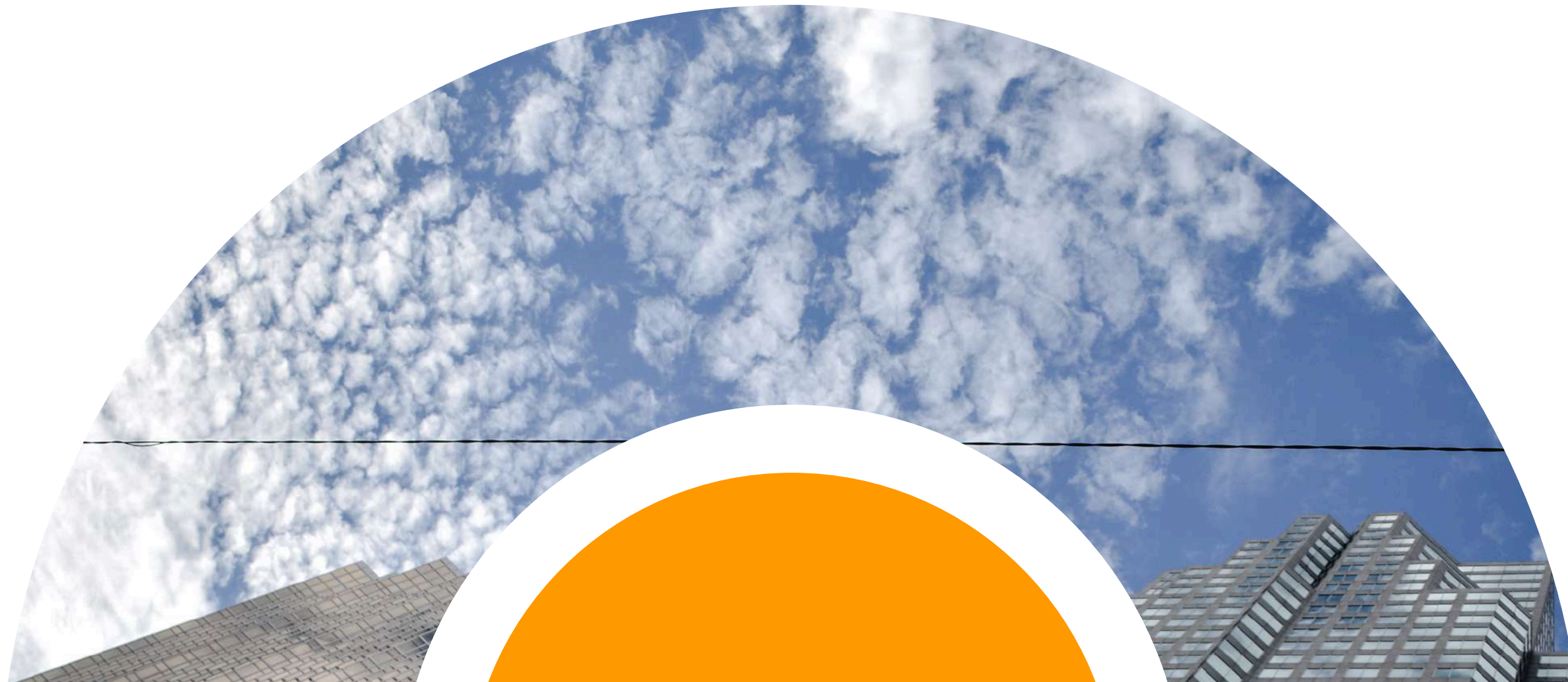
A.ALY.MOHAMED



INTERNATIONAL MARKETING CLUB

Welcome !

Let us take a deep dive into International Marketing.
This presentation will explore how businesses can successfully expand into global markets by understanding **cultural nuances**, **logistical challenges**, and **strategic adaptations**.



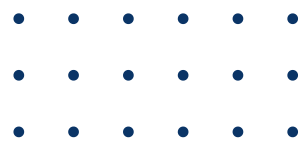


INTERNATIONAL MARKETING CLUB

What Is ?

International Marketing

International marketing is promoting, selling, and distributing products or services **across national borders** while adapting to cultural, legal, economic, and logistical differences in global markets.





01 Access to Larger Markets

Expand Customer Base

Diversify Revenue Streams

Why is International Marketing Important?

International marketing is essential for businesses seeking growth, competitive advantage, and long-term sustainability in a globalized economy.

AMC



Why is International Marketing Important?

02 Increased Profitability

Higher Margins

Economies of Scale

International marketing is essential for businesses seeking growth, competitive advantage, and long-term sustainability in a globalized economy.

AMA



Why is International Marketing Important?

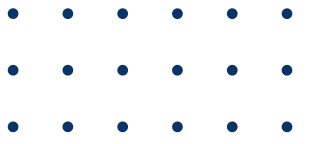
03 Competitive Advantage

First-Mover Benefits

Brand Prestige

International marketing is essential for businesses seeking growth, competitive advantage, and long-term sustainability in a globalized economy.

AMC



Why is International Marketing Important?

04 Risk Mitigation

Economic Diversification

Political Stability

International marketing is essential for businesses seeking growth, competitive advantage, and long-term sustainability in a globalized economy.

AMC



Why is International Marketing Important?

05 Innovation & Learning

Cross-Market Insights

R&D Collaboration

International marketing is essential for businesses seeking growth, competitive advantage, and long-term sustainability in a globalized economy.

AMC



Why is International Marketing Important?

06 Regulatory & Cost Benefits

Tax Incentives

Cheaper Labor/Production

International marketing is essential for businesses seeking growth, competitive advantage, and long-term sustainability in a globalized economy.

AMC



Pathways of International Marketing



Licensing

Allowing foreign firms to use your IP



Franchising

Replicating a business model abroad

Pathways of International Marketing



Exporting

Selling domestically made products abroad



Joint Ventures

Partnering with local companies



Direct Investment

Setting up overseas operations

Pathways of International Marketing

Common in
pharma/tech



Licensing



Franchising

Used in
food/services

Pros:

- Fast market entry with minimal investment.
- Local partners handle regulations.

Cons:

- Risk of brand misuse.
- Limited profit margins.

Pathways of International Marketing



Pros:

- Low risk (no need for local operations).
- Ideal for SMEs testing new markets.

Cons:

- High shipping/tariff costs.
- Limited control over distribution.

Pathways of International Marketing



Pros:

- Local expertise + shared costs.
- Easier regulatory compliance.

Cons:

- Profit-sharing conflicts.
- Cultural clashes.

Pathways of International Marketing

Acquisition



Greenfield

Pros:

- Full control over quality/branding.
- Tax incentives in host countries.

Cons:

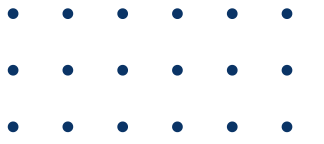
- High capital.
- Local political risks.
- Geopolitical risks.



Strategy	Best When...	Risk Level
• Exporting	Testing new markets	Low
• Licensing • Franchising	Quick expansion with low investment	Medium
• Joint Ventures • Direct Investment	Entering complex markets (e.g., China)	High



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1

**International
Marketing**

2

**Regional
Marketing**

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The National Marketer



Master of one market, fluent in local trends, and knows exactly when to schedule ads between the football match and the evening news.



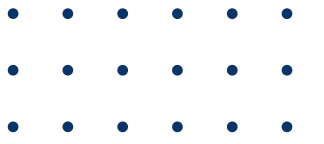
The International Marketer

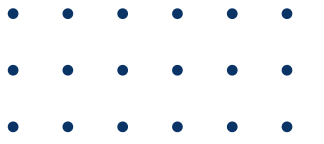
Juggles 12 time zones, three regulatory bodies, five currencies, and still gets asked why the campaign didn't land in Kazakhstan.





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**International
Marketing
Nightmare.**





Marketing Aspect

Regional Marketer

International Marketer



Market Scope

Focuses on a single country/region.

Operates across multiple countries with diverse cultures.



Cultural Adaptation

Minimal cultural adjustments needed.

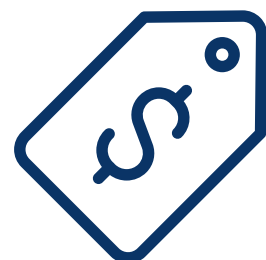
Must adapt products, messaging, and branding to local norms



Regulatory Compliance

Follows one set of national laws (e.g., FDA in the U.S.).

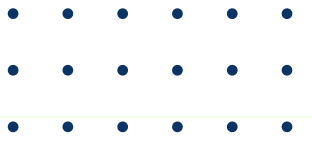
Navigate varying regulations (e.g., CE marking in the EU, halal certification in MENA).



Pricing Strategy

Fixed pricing based on local competition and costs.

Adjusts for purchasing power, tariffs, and currency fluctuations.



Marketing Aspect

Regional Marketer

International Marketer



Distribution Channels

Relies on familiar local logistics (e.g., USPS in the U.S.).

Manages complex supply chains (e.g., customs delays, local partners, last-mile carriers, etc...)



Competitive Landscape

Competes with known local/national brands.

Faces global rivals and local incumbents (e.g., Uber vs. Didi in China).



Marketing Communication

Uses uniform language and channels (e.g., English ads on Facebook).

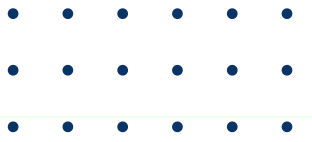
Localizes campaigns (e.g., Pepsi's "Come Alive" became "Bring Ancestors Back from the Dead" in China).



Risk Factors

Limited to local economic/political changes.

Exposed to currency risks, trade wars, and geopolitical instability (e.g., sanctions in Russia).



Marketing Aspect

Regional Marketer

International Marketer



Research Methods

Relies on local data (e.g., Nielsen reports, IQVIA, etc...).

Uses global tools (Statista, TradeMap) and cross-cultural analysis (Hofstede Insights).



Key Skills Needed

Deep understanding of domestic consumer behavior.

Cultural intelligence, multilingual negotiation, and global regulatory knowledge.



INTERNATIONAL MARKETING Key Characteristics

INTERNATIONAL
MARKET RESEARCH

1

CULTURAL
ADAPTATIONS

2

REGULATORY
COMPLIANCE

3



INTERNATIONAL MARKETING Key Characteristics

GLOBAL LOGISTICS

4

CROSS-BORDER
OPERATIONS

5

PRICING
STRATEGIES

6



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Marketing Research

Market Research for Global Success

- Thorough market research prevents expensive blunders
- A well-executed international marketing research project should produce actionable insights that guide global strategy.



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International Marketing Research **Key Deliverables**

1

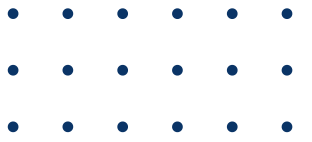
Market Assessment Report

- Market Size & Growth (e.g., GDP-linked demand forecasts).
- Consumer Segmentation (age, income, urban/rural splits).
- Demand Drivers (e.g., aging populations increasing healthcare spend in Japan).

2

Competitive Intelligence Dossier

- Market Share Data (e.g., "Siemens holds 25% of China's MRI market").
- Competitor Pricing & Distribution.
- SWOT Analysis (local vs. global rivals).
- Tools: Statista Industry Reports.



International Marketing Research **Key Deliverables**

3

Regulatory & Trade Compliance Guide

- Tariffs/Import Laws.
- Labeling Requirements (e.g., Japan's bilingual packaging rules).
- Certifications Needed (Halal, CE Mark, China's NMPA).

4

Cultural & Behavioral Insights

- Buying Habits (e.g., Brazil's installment payment preference).
- Brand Perception Studies (e.g., surveys on luxury skincare trust in South Korea).
- Taboos (e.g., red = luck in China, mourning in South Africa).



International Marketing Research **Key Deliverables**

5

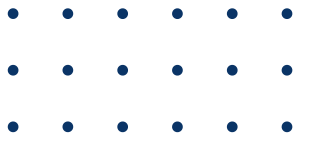
Pricing & Distribution Strategy

- Price Elasticity Models (e.g., acceptable premium thresholds in Thailand).
- Optimal Sales Channels (e.g., pharmacies in Germany vs. e-commerce in China).
- Local Partner Profiles (e.g., Sinopharm for China's medtech distribution).

6

Risk Assessment Matrix

- Political/Economic Risks (e.g., Argentina's inflation impact).
- Supply Chain Vulnerabilities (e.g., Vietnam factory delays).
- Mitigation Plans (e.g., dual sourcing in Mexico).



International Marketing Research **Key Deliverables**

7

Go-To-Market (GTM) Roadmap

- Localized Campaigns (e.g., WhatsApp ads in Brazil, LINE in Japan).
- Product Adaptation Checklist (e.g., smaller insulin pens for Asia).
- Pilot Market Timeline

8

Financial Projections

- 5-Year Revenue Forecasts (currency-adjusted).
- ROI Estimates (e.g., break-even in 18 months in Poland).
- Budget Allocation (30% localization, 20% compliance).



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Market Research Tools

Online tools, databases, and resources that marketers can use to evaluate market size, demand, and competition for a product in a specific country or region:



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A. Global Market Data & Industry Reports

01

Statista ([statista.com](https://www.statista.com))

- Provides market statistics, forecasts, and industry reports.
- Useful for market sizing, trends, and consumer insights.

02

Euromonitor International ([euromonitor.com](https://www.euromonitor.com))

- Detailed country-specific market research on consumer goods, healthcare, and B2B sectors.

03

Mordor Intelligence ([mordorintelligence.com](https://www.mordorintelligence.com))

- Specializes in market sizing and growth forecasts (e.g., medical devices, tech, FMCG).



B. Country-Specific & Government Source

01

World Bank Data (data.worldbank.org)

- Free economic and demographic data for market potential analysis.

02

UN Comtrade Database (comtrade.un.org)

- Tracks import/export volumes of products by country.

03

Local Government & Trade Agencies

- U.S. International Trade Administration (trade.gov)
- Eurostat (ec.europa.eu/eurostat)
- China's National Bureau of Statistics (stats.gov.cn)



C. Consumer & Competitor Insights

01

Google Trends (trends.google.com)

- Measures search interest for products by country.

02

SEMrush / Ahrefs (for digital demand)

- Checks keyword search volume (indicates market interest).

03

SimilarWeb (similarweb.com)

- Analyzes competitor website traffic (useful for e-commerce markets).



D. B2B & Trade Data Tools

01

TradeMap (trademap.org)

- Free tool for export/import data by product category.

02

Export Genius (exportgenius.in)

- Tracks global shipment records (useful for B2B market sizing).

03

Import Info (importinfo.com)

- U.S. Customs Import Data.
- over 123.7 million bills of lading since 2019



E. AI & Emerging Tools

01

Exploding Topics (explodingtopics.com)

- Detects rising product trends before they peak.

02

Crayon (crayon.co)

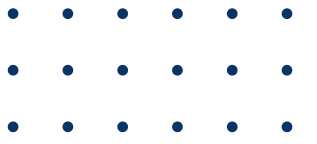
- AI-powered competitor tracking (pricing, promotions).

03

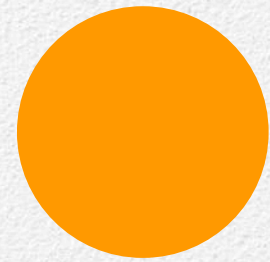
AlphaSense (alpha-sense.com)

- AI-driven market intelligence for financial and healthcare sectors.



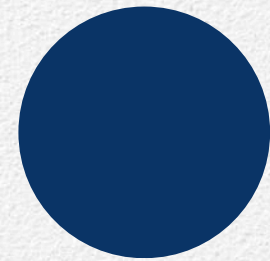


Key Takeaways



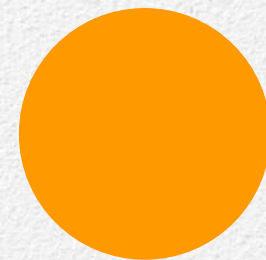
For quick estimates:

Use Statista, Google Trends, UN Comtrade and TradeMap



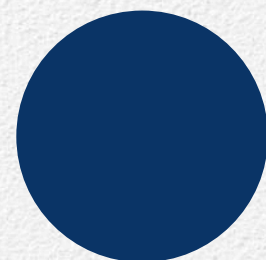
For deep industry reports:

Euromonitor, IBISWorld, Mordor Intelligence.



For competitor tracking:

SimilarWeb, SEMrush, Crayon.



For trade data:

UN Comtrade, Panjiva, Export Genius.

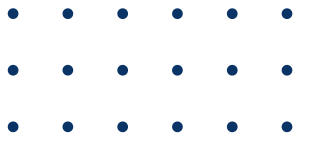


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Cultural Sensitivity & Adaptations

Localization
Global
Standardization
Glocalization





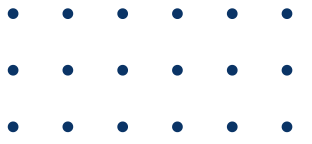
Cultural Sensitivity

- Awareness and respect of cultural differences.
- Adapting marketing strategies to local values and norms.
- Avoiding offensive or inappropriate messaging.



Key Aspects

- Language.
- Visual imageries.
- Colors and symbols.
- Traditions and Festivals.



Importance of Cultural Sensitivity

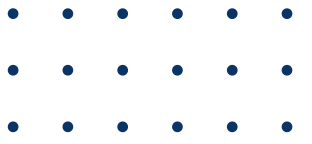
- ✓ Builds trust and emotional connection with local audiences.
- ✓ Prevents cultural faux pas that can damage brand reputation.
- ✓ Enhances relevance and resonance of campaigns.
- ✓ Supports compliance with local ethical norms and regulations.
- ✓ Facilitates long-term brand loyalty.



Area	What It Means	Example
Language & Tone	Avoiding mistranslations or inappropriate slogans	HSBC had to rebrand after mistranslating "Assume Nothing" into "Do Nothing" in several markets
Visual Imagery	Respecting local dress codes, religious norms, gender roles	Dolce & Gabbana ads were pulled in China for insensitive visuals
Colors & Symbols	Understanding cultural meanings (e.g., white for mourning in some Asian cultures)	A U.S. medical brand used white lotus-themed packaging in China—seen as a symbol of death



Area	What It Means	Example
Festivals & Traditions	Acknowledging local holidays, rituals, and taboos	Medtronic adapted insulin pump use guidance for fasting during Ramadan.
Communication Style	Adapting direct vs. indirect tone, humor, authority	Western humor may not translate well in conservative or collectivist cultures



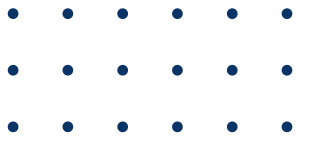
Cultural Sensitivity Failures

- **KFC in China:**
 - Their initial slogan "Finger Lickin' Good" was translated to "Eat your fingers off."
- **Pepsi in Taiwan:**
 - Their campaign slogan "Come Alive With Pepsi" was interpreted as "Pepsi brings your ancestors back from the dead."
- **Fiat in India**
 - A campaign using romantic direct mail letters caused a backlash in a conservative market.



Cultural Sensitivity/Adaptations Failures

- Plan B In the Middle East.
- Carbowhite
- Nasal Flush
- Incompatibility with Cerner



Cultural Sensitivity Successes

- **McDonald's in India:**
 - Removed beef from the menu and created vegetarian offerings like the McAloo Tikki.
- **Apple in Japan:**
 - Adjusted its campaign to reflect minimalism and subtlety in visual design, aligning with Japanese preferences.
- **Nike's Ramadan Campaign:**
 - Tailored messaging to reflect spiritual values and strength during fasting.



Cultural Sensitivity Successes

- **GSK Cervical Cancer Vaccine.**
 - Instead of raising awareness about the root causes of the disease they only focused on the prevalence and early detection of cervical cancer.



Practicing Cultural Sensitivity

- Conduct **local focus groups** and ethnographic research
- Hire **local experts or cultural consultants**
- Use **transcreation** (not just translation) for marketing materials
- Audit campaigns using **Hofstede's cultural dimensions** (e.g., power distance, individualism vs collectivism)
- Train teams in **cross-cultural communication**





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Cultural Sensitivity & Product Adaptations



Localization

Full adaptation of products/marketing to meet local cultural, legal, or functional needs.



Global Standardization

Uniform products/marketing worldwide to maximize efficiency.



Glocalization

Hybrid approach blending global consistency with local adaptations.



Localization

Full adaptation of products/marketing to meet local cultural, legal, or functional needs.

- **When to Use:**
 - High cultural/religious sensitivity
 - Unique local preferences or regulations
- **Medical/Pharma Examples:**
 - Halal Vaccines (Malaysia/Indonesia)
 - Smaller sizes with heat-resistant batteries (Medtronic India Report, 2022).
- **FMCG Examples:**
 - 100% vegetarian burger replacing beef patties (McDonald's India Website, 2023).
 - Unilever's "Fair & Lovely" → "Glow & Lovely" (India):



Global Standardization

Uniform products/marketing worldwide to maximize efficiency.

- **When to Use:**
 - Low cultural sensitivity
 - Strong global brand recognition
- **Medical/Pharma Examples:**
 - **Da Vinci Surgical Robots:** Identical models globally
 - **Pfizer Viagra:** Same formula worldwide (minor packaging changes)
- **FMCG Examples:**
 - **Coca-Cola Formula:** 99% identical globally (minor sweetener adjustments).
 - **Apple iPhones:** Same core features worldwide.



- **When to Use:**

- Moderate cultural differences
- Need for brand consistency with local relevance

- **Medical/Pharma Examples:**

- **GE Healthcare MRI (Japan):** Global platform + quieter operation.
- **Novo Nordisk Insulin Pens (Middle East):** Standard formula + Ramadan fasting alerts.
- **Bayer:** Removing the female body contour from the package design of Yasmin tabs in KSA

- **FMCG Examples:**

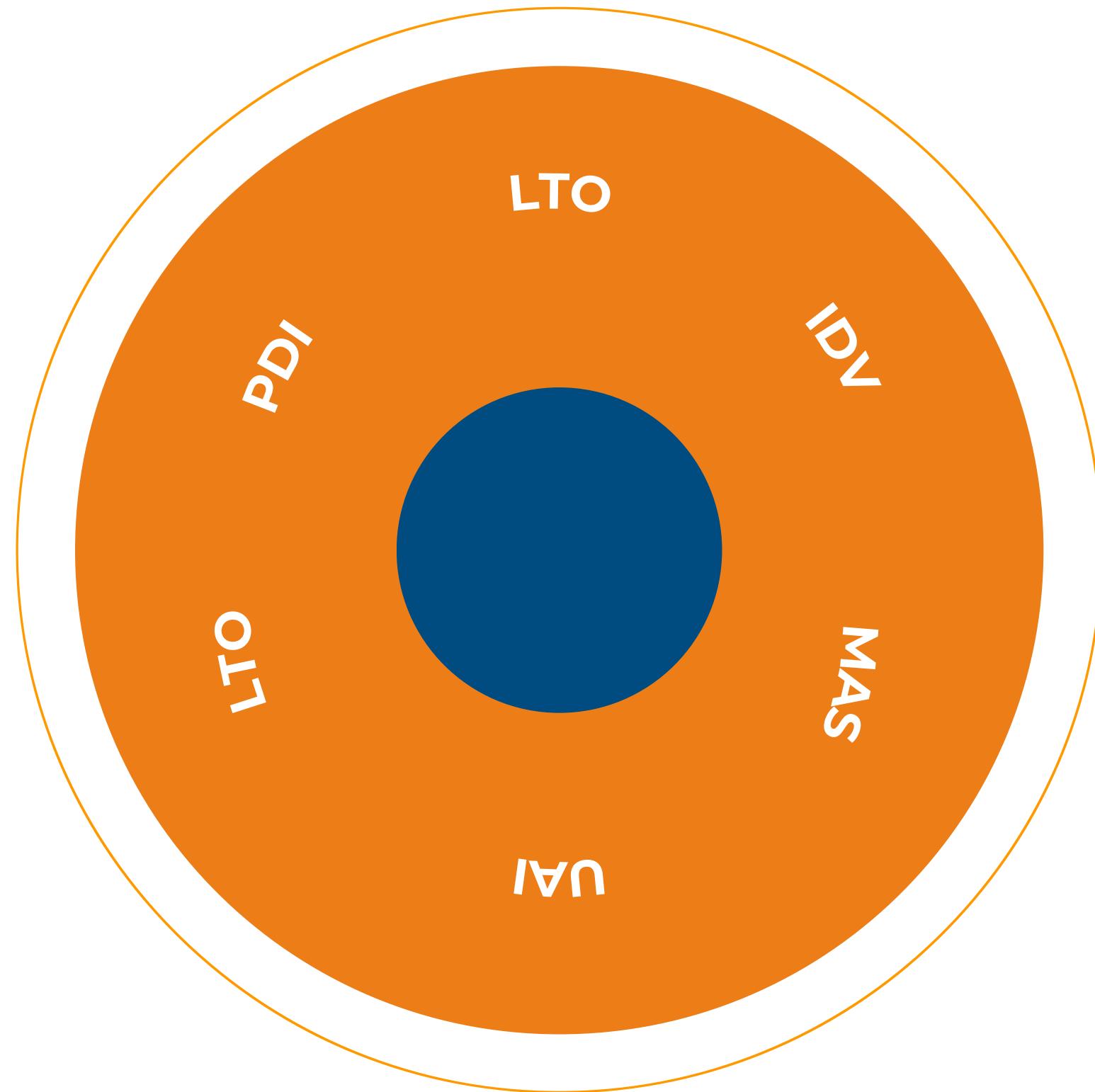
- **KitKat (Japan):** 200+ local flavors (matcha, sake) in standardized packaging.

- **IKEA (Middle East):** Global designs + Ramadan meal promotions.



Glocalization

Hybrid approach blending global consistency with local adaptations.



Hofstede's Cultural Dimensions

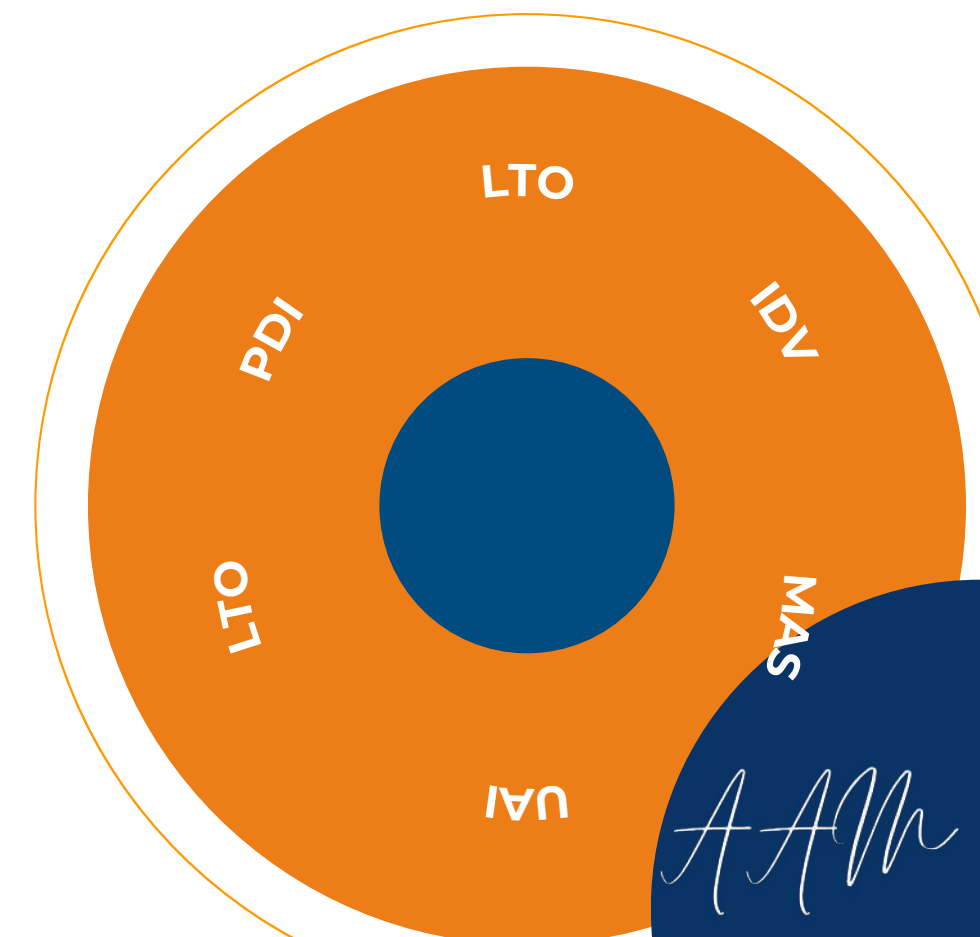
Developed by Dutch social psychologist Geert Hofstede, this model identifies 6 key cultural dimensions that influence how societies operate, communicate, and make decisions. Businesses use it to tailor marketing, management, and product strategies to different cultures.



Hofstede's Cultural Dimensions

Power Distance (PDI)

- **Definition:** How a society accepts unequal power distribution.
- **High PDI** (e.g., India, Mexico):
 - Hierarchical structures (e.g., strict corporate ranks).
 - Marketing tip: Use authority figures (doctors, elders) in ads.
- **Low PDI** (e.g., Sweden, Denmark):
 - Flat organizations (e.g., IKEA's egalitarian culture).
 - Marketing tip: Highlight equality (e.g., Nike's "Just Do It" campaigns).

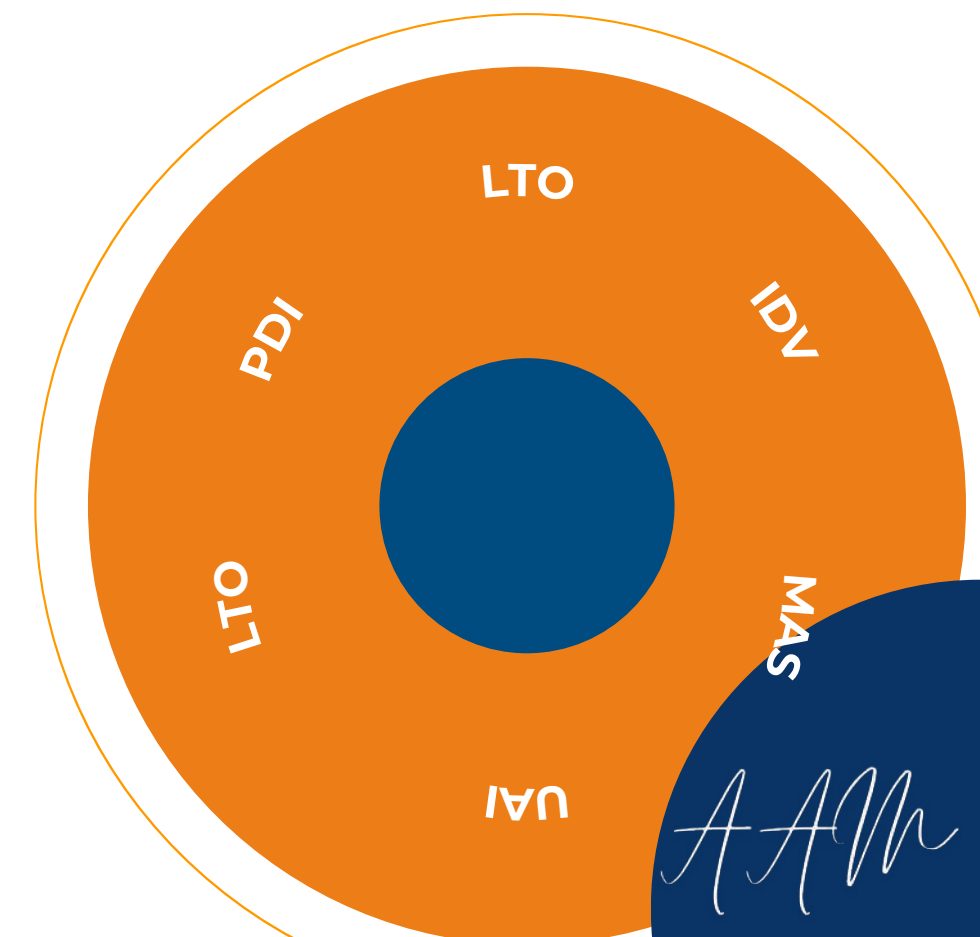




Hofstede's Cultural Dimensions

Individualism vs. Collectivism (IDV)

- **Definition:** Whether people prioritize personal goals (Individualism) or group loyalty (Collectivism).
- **Individualist** (e.g., U.S., Germany):
 - Focus on personal achievement (Apple's "Think Different").
- **Collectivist** (e.g., China, Japan):
 - Group harmony matters (Coca-Cola's "Share a Coke" with family names).



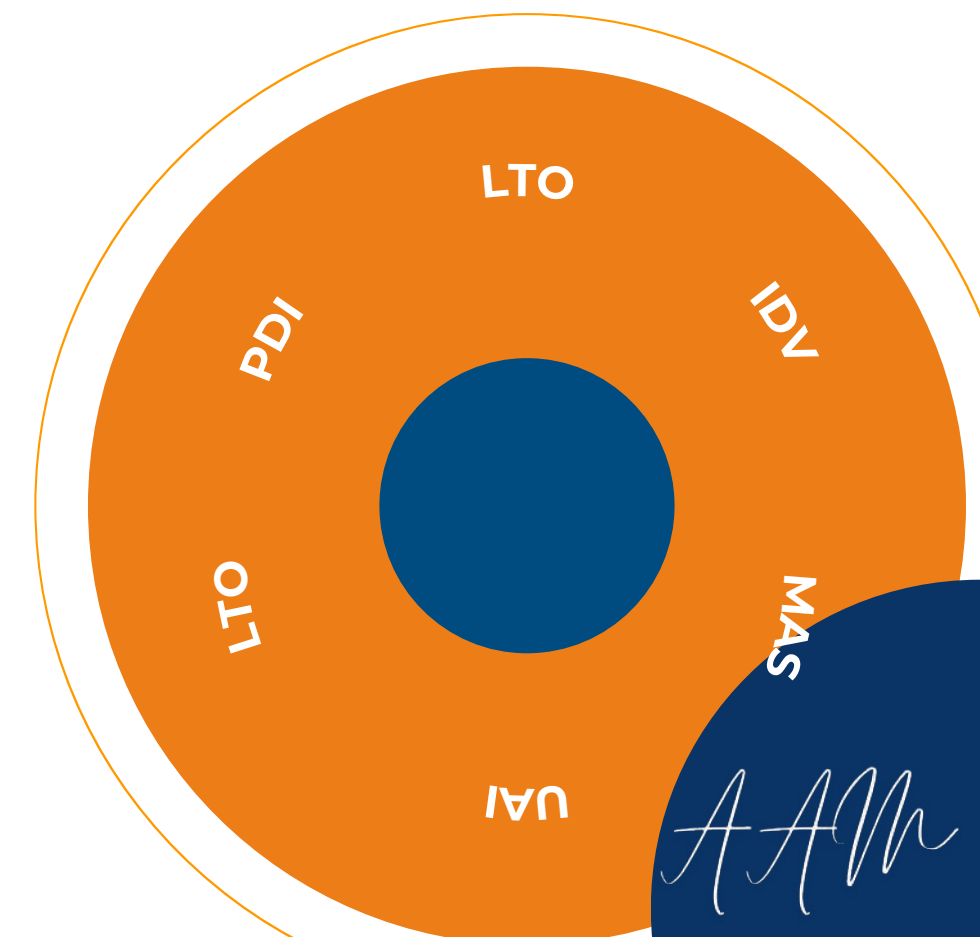
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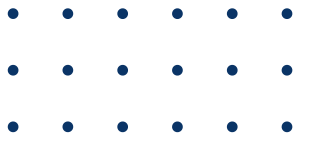


Hofstede's Cultural Dimensions

Masculinity vs. Femininity (MAS)

- **Definition:** Masculine cultures value competition/achievement; feminine cultures prioritize care/quality of life.
- **Masculine** (e.g., Japan, Italy):
 - Competitive values (Adidas's "Winning is Everything").
- **Feminine** (e.g., Norway, Netherlands):
 - Emphasis on quality of life (Volvo's safety-focused ads).

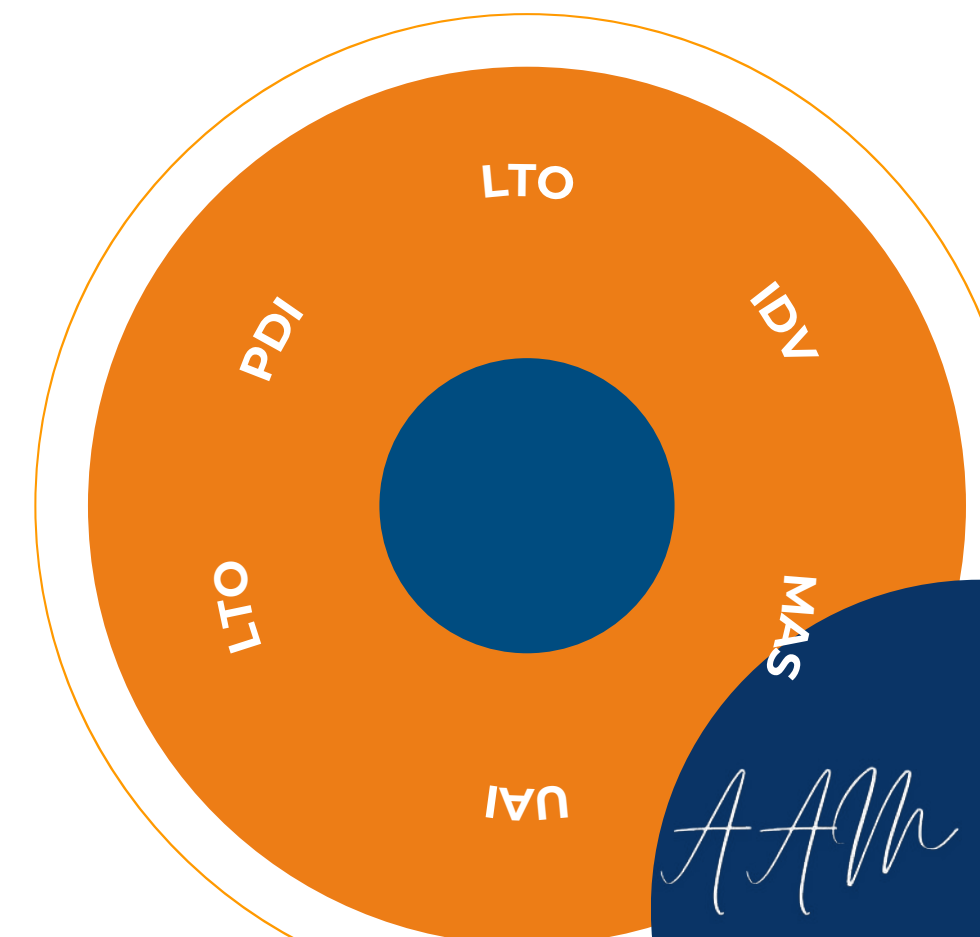


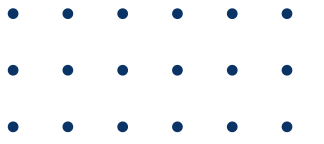


Hofstede's Cultural Dimensions

Uncertainty Avoidance Index (UAI)

- **Definition:** How comfortable a society is with ambiguity and unstructured situations.
- **High UAI** (e.g., Greece, Russia):
 - Fear of ambiguity; need for rules (pharma brands stress FDA/CE certifications).
- **Low UAI** (e.g., Singapore, Denmark):
 - EOpen to risks (Tesla's "Beta" features in autonomous driving).

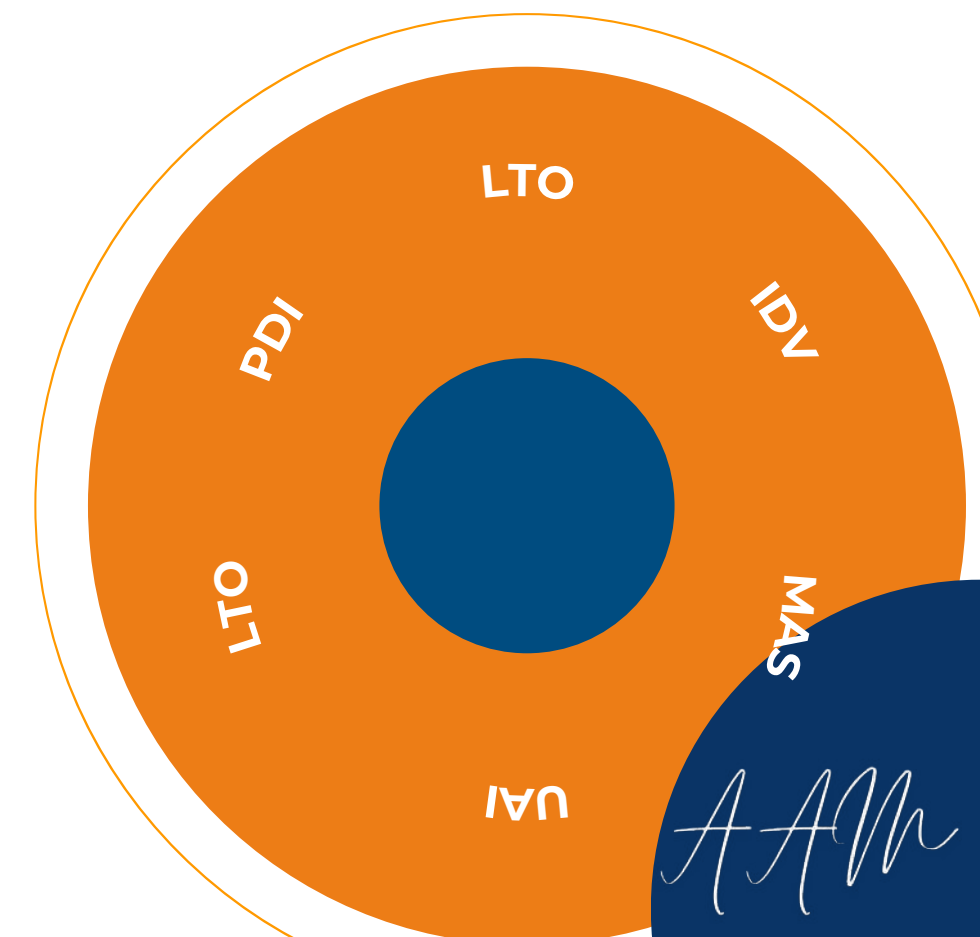




Hofstede's Cultural Dimensions

Long-Term vs. Short-Term Orientation (LTO)

- **Definition:** Whether cultures focus on future rewards (Long-Term) or present/past traditions (Short-Term).
- **Long-Term** (e.g., China, South Korea):
 - Value perseverance (Samsung's R&D-heavy branding).
- **Short-Term** (e.g., Spain, U.S.):
 - Quick results (Amazon's "Prime 1-Day Delivery").





Hofstede's Cultural Dimensions

Indulgence vs. Restraint (IVR)

- **Definition:** Indulgent cultures allow gratification of desires; restrained cultures suppress them via strict norms.
 - **Indulgent** (e.g., Brazil, U.S.):
 - Starbucks “Unicorn Frappuccino” (U.S.), Over-the-top, Instagrammable drinks targeting millennials.
- **Restrained** (e.g., Pakistan, Egypt):
 - Nestlé’s Nescafé (Egypt) is advertised as a practical energy booster for work, not leisure.
- **Hybrid Strategies**
 - KitKat (Japan): 200+ exotic flavors (indulgent), but packaged in small, portion-controlled bars (restraint).





Australia ×

Egypt ×

Saudi Arabia ×

United States ×

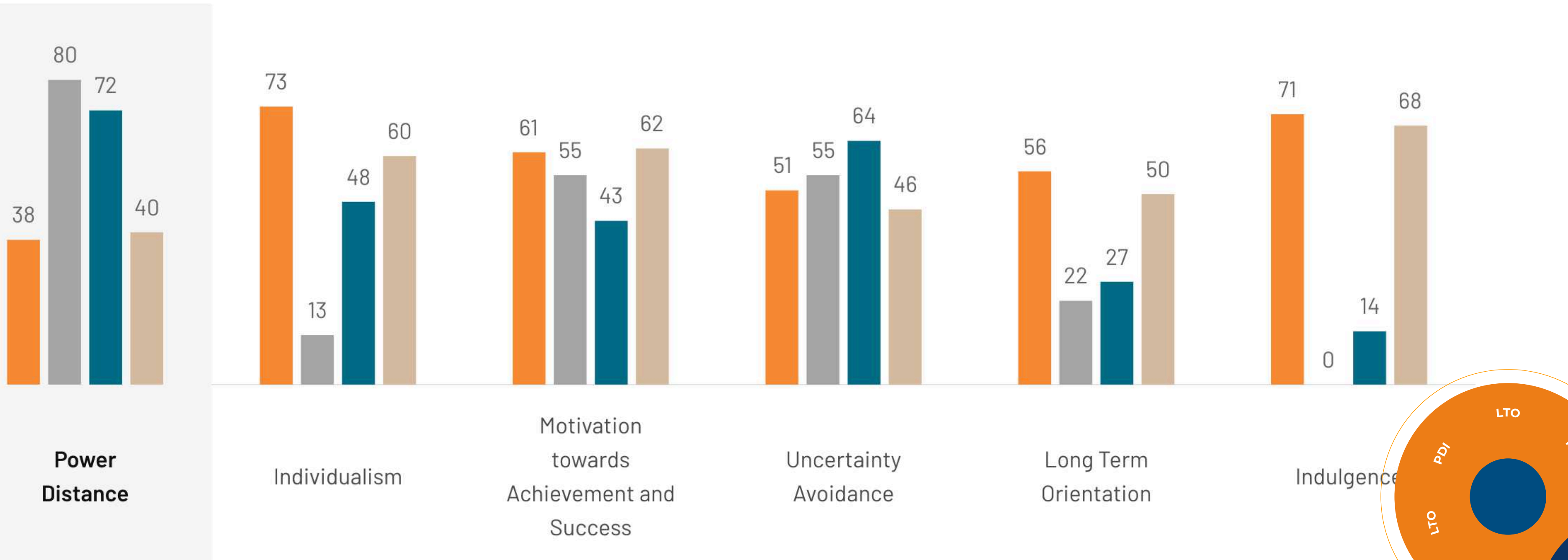


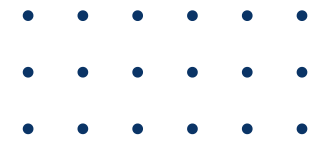
The Culture Factor Group

Transform your business with a culture that supports your strategy, and gain a competitive edge with The Culture Factor. Discover our tailored solutions for lasting results. Previously known as Hofstede Insights Oy.

theculturefactor.com

Hofstede's Cultural Dimensions





Regulatory Compliance

Adherence to laws, guidelines, and standards set by government bodies and regulatory authorities in different countries when marketing products or services across borders.



Importance

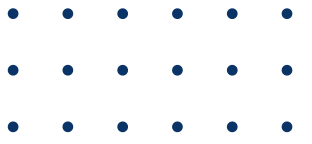
It ensures that businesses operate legally, ethically, and safely within each target market, particularly important in highly regulated sectors such as **pharmaceuticals, medical devices, and food & beverages.**





Common Compliance Areas

Area	Example
Advertising Regulations	Restrictions on claims for pharmaceuticals (e.g., FDA,EMA)
Labeling & Language	Local language mandates, allergen labeling, dosage instructions)
Data Privacy	Compliance with GDPR (EU), HIPAA (US), PDPA (Singapore)
Health & Safety Approvals	CE marking for devices (EU), CDSCO for India, SFDA for Saudi Arabia
Cultural Norms & Ethics	Avoiding offensive or misleading content

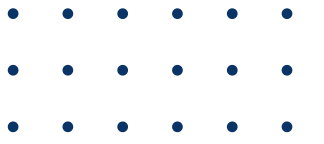


Why Regulatory Compliance Matters?

- ✓ Avoids legal penalties, fines, or product bans
- ✓ Builds trust with local authorities and consumers
- ✓ Ensures ethical marketing practices
- ✓ Facilitates smoother market entry and product approvals



INTERNATIONAL MARKETING CLUB



Global Logistics International Marketing



PRODUCT DEVELOPING



THE RIGHT
PRODUCT

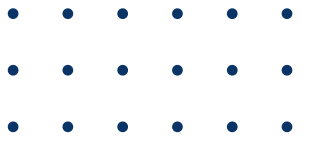


THE RIGHT
PLACE



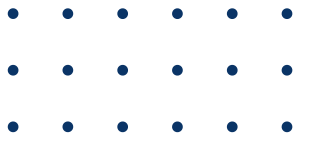
THE RIGHT
TIME

AAM



Why Logistics Is Crucial in Global Marketing ?

- **Customer Experience & Brand Reputation**
 - Late deliveries, damaged goods, or stockouts can harm the brand—even if the marketing campaign is flawless.
- **Market Responsiveness**
 - Efficient logistics enables companies to respond quickly to market demand, promotional campaigns, and seasonal spikes.



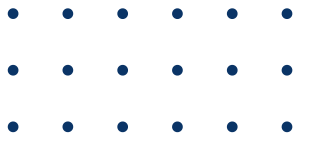
Why Logistics Is Crucial in Global Marketing ?

- **Logistics affects pricing strategy:**
 - Poor routing or warehousing can erode margins, especially when dealing with multiple currencies and customs duties.
- **Regulatory & Customs Compliance**
 - Logistical missteps, such as incomplete documentation or non-compliant packaging, can lead to costly border delays or confiscation.



What a Global Marketer Should Be Oriented About

Focus Area	What the Marketer Should Know/Do
Incoterms & Trade Terms	Understand delivery responsibilities (e.g., FOB, DDP) to align with campaign timelines.
Customs & Regulations	Collaborate with legal/compliance teams to ensure correct labeling, documentation, and approvals.
Warehousing & Distribution	Know where inventory is stored and how it's routed to reduce campaign delays or shortages.



What a Global Marketer Should Be Oriented About

Focus Area	What the Marketer Should Know/Do
Cold Chain Logistics	For medical devices/pharma, ensure temperature-controlled shipping and storage are in place.
Returns & Reverse Logistics	Support customer experience by planning for product recalls, replacements, or returns.
Local Delivery Experience	Adapt promotions to match delivery realities—e.g., delayed delivery zones may need alternative tactics.



Marketers' Role in Logistics Coordination

- **Forecast demand** based on campaigns to inform stock levels.
- Coordinate **launch timing** with **product availability** in each region
- Provide input on **packaging, language, and compliance** needs
- Communicate **delivery capabilities** and **timelines** clearly in marketing materials
- Participate in **risk mitigation planning** for shipping or customs delays



What are Incoterms ??

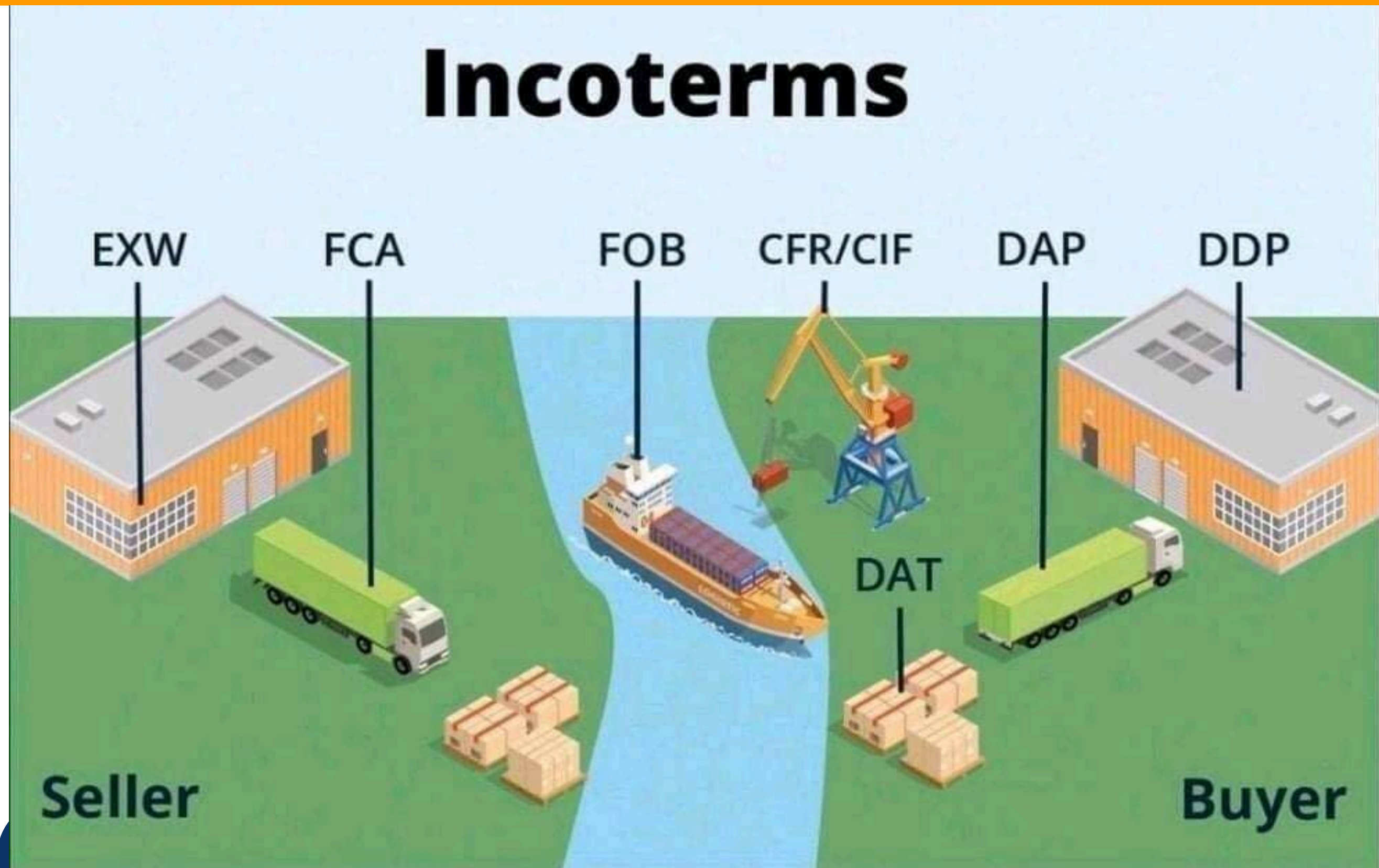
- Incoterms (**International Commercial Terms**) are a set of standardized trade terms created by the International Chamber of Commerce (ICC) that **define the responsibilities of buyers and sellers** in international transactions.
- They clarify who is **responsible** for shipping, insurance, customs clearance, and **risk transfer** during the movement of goods across borders.



Most Commonly Used Incoterms

Incoterm	Who Pays/Handles What?	Example Use
EXW (Ex Works)	Buyer handles everything from seller's door	Buyer arranges pickup from manufacturer's warehouse in Germany
FOB (Free On Board)	Seller delivers to port; buyer takes over at ship	Used when shipping medical devices from India to Europe
CIF (Cost, Insurance, Freight)	Seller pays shipping & insurance to destination port	Useful when exporting large FMCG shipments overseas
DDP (Delivered Duty Paid)	Seller handles everything incl. duties/taxes	E-commerce brand delivers skin care kits door-to-door globally

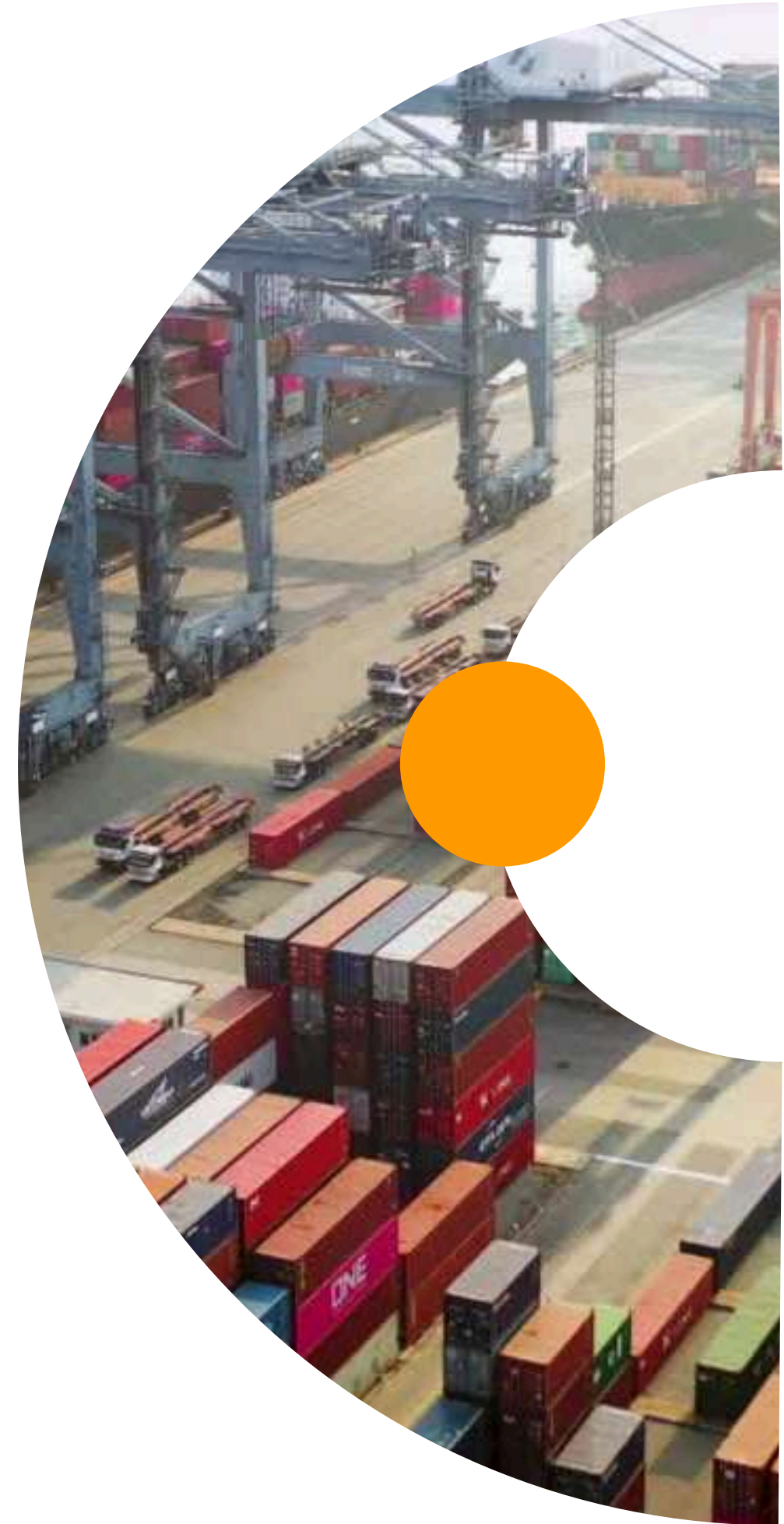
What are Incoterms ??





Why Are Incoterms Important for Marketers?

- ✓ Alignment of marketing and delivery timelines.
- ✓ Realistic planning for product availability.
- ✓ Accurate cost forecasting (especially landed cost).
- ✓ Clear expectations with local distributors and B2B customers





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To Be Continued



**CROSS
BORDER
OPERATIONS**

**PRICING
STRATEGIES**

THANK YOU!
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