

INTERNATIONAL MARKETING MANAGEMENT: AN OVERVIEW

Dr. Chetna Verma*

*Assistant Professor, Department of Management,
Pandit Neki Ram Sharma Govt. College, Rohtak, Haryana, India*

Email ID: *verma.chetna8@gmail.com*

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Abstract

The most up-to-date method, digital marketing is something that every organisation needs to start implementing within the next week. This has also proven effective within the period of globalisation, which has driven corporations to take their operations across domestic borders in order to remain competitive. Digital marketing not only protects the longevity of the company but also contributes to the establishment of a more comprehensive competitive advantage. The study also incorporates marketing strategy and important worldwide trends that apply to the brand positioning of Graze in the market segment of France. This section of the market is referred to as the French market segment. In addition to this, it suggests the country-specific communications of STP's marketing mix as well as social media communication, both of which have the potential to assist in the formulation of lucrative strategies for Graze.

Paper Identification



*Corresponding Author

Introduction

The international market is a vital strategy that has to be penetrated by every business to acquire greater profitability. It also enhances the business potential in attracting consumers as well as retaining talk in vistas within the marketing strategy. Business strategy is also presented clearly and descriptively which would be relevant to the stakeholders and would help engulf potential consumers. The study undertakes the market entry strategy that could be adopted by Graze to dominate the potential market as well as the identification of global trends that are relevant to the brand positioning of Graze.

Market Entry Strategy

The company Graze has been using a licensing method of market entry that is one of the passive as well as lucrative pathways for idealising the product and services. It also helps in the generation of a potential consumer base with the legal agreement formulated between the licensor and the company which manufactures and sells the product in exchange for rights to the innovative idea. In addition to this, the licensor also receives a royalty for the product sold. The main benefit is the simple framework that is used in establishing the presence of a product within the target market and also minimises the cost and risk associated with it. In addition to this, it can also be

considered as an alternative to entering or penetrating potential markets. The main advantages that are faced are the investment cost which is not needed in incurring as well as the different promotional and packaging investments included (Persad and Emanuel, 2020). Licensing also has established a particular knowledge base as it pertains to breaking the already established market which reduces any risk associated. Depending upon the terms of the agreement the royalty payments also lasted for a long time. Licensing is also far better than franchising as the services and the process has to be obtained under a formal agreement that reduces any unnecessary paperwork. In addition to this franchising also entails the business granting permission before usage of the model as well as borrowing the name and brand for incurring profit. Licensor only has to create the product which will be beneficial to the parties in agreement and a one-time transfer regarding the intellectual property is also introduced.

In the market of France where the company Graze has been aiming in penetrating licensing is a beneficial way for incurring greater profitability. In addition to this, the income without any overheads is allowed with licensing for generating a greater profit and allowing the other company in passing down the burden while collecting royalties. Licensing also improves intellectual property and marketing strategies in a better sense for reaching the target market within International and domestic borders. The France market is mainly based upon the intellectual property and licensing within individualized research is greatly beneficial for the sustainability of the business. In addition to this, licensing also helps easily enter foreign markets without worrying about any tariffs or associated costs for shipping overseas (Victor, 2020). The fusion of conflicts is also possible through licensing which can be a rise in business. A formal agreement undertakes the profit-sharing ratio and also the asset management tools that are to be incorporated

within the business. However, licensing also incurs the potential risk of forgery concerning intellectual property which is a greater fact with little control over the conduct regarding operation. Intellectual property has also been exposed to the International market and the chances of threats are increased. The unintended competition that generates due to licensing has also to be managed with modern techniques that require time and effort. Risk of diminishing reputation within the market segment and potential conflicts that can arise due to the formal agreement are also major limitations of using licensing within the France segment.

Global Trends and Their Application in the Local Environment

Brand positioning has to be dependent upon the relevancy of the business model introduced in the strategy as well as convey a clear and concise message to the stakeholders and employees regarding the amended policies. It should also be unique and characteristic and help achieve the desired results. After a certain period, brand poisoning has also to be verified by the consumer segment.

Key global trends relevant to the brand positioning of Graze

- ***Alliances & Collaborations*** - Partnerships and collaborations are much needed within the current market scenario that would be able to successfully navigate through the treacherous waters of globalization. In addition to this brands like grace will also be required in formulating enhanced strategies for marketing that would inculcate licensing and other methods for potentially penetrating the desired market segment. Additionally, partnering up with similar-minded companies would also help during the unpredicted times as well as when sharing within brand licensing can also launch innovative products and develop dominance over particular categories in overcoming any economic

downtown (Chen, 2019). Amplifying brand loyalty, as well as trust among consumers, will also generate greater benefits to reap. Brand licensing and choosing of license partners thoughtfully as well as extending support and guidance for the introduction of stable and profitable financial figures. In addition to this brands would also have to develop technical aspects within innovative tactics that can be incorporated within their online portals for surviving during uncertain periods such as the covid pandemic. This can be sorted out with the fundamental shift concerning consumer behaviour which causes businesses to progress towards continuous innovation and serves as a vital strategy for adapting to normal life. In addition to this brands can also focus on the content by taking clear stands regarding different issues and for me open line communication channels between consumers and businesses.

- **Sustainability** - Brand positioning is also directly focused on the sustainability of the product which has made businesses more aware of the current market scenario with unpredicted variables. In addition to this, the rise within sustainable businesses has also attracted consumers as compared to the giant players within the global market who now have been actively participating in the products and making them sustainable within the segment. In addition to this Graze also would have to adapt in certain ways for profitable habits that would also attract potential investors (Graze.com, 2023). Sustainability can also mean building up communities and helping each other during harsh times. In addition to this, the adaptation to marketing strategies and shifting within sensibilities concerning consumers is taking a

more vital approach to communication and localizing the experience of brands (Athwal *et al.* 2019). Graze would also have to focus upon the nursery of communities within difficult scenarios that would help them in standing out from rivals and also gain customer trust as well as loyalty. High standards for fronting social issues and voicing public opinion would openly attract more consumers regarding the online platforms from social media and content marketing. Generation Z consumers taking over the clientele base are more attracted towards the social consciousness of companies and the values with which they are functioning. Graze would also be profitable by taking strong strands regarding different social and cultural issues and backing them up with necessary action to develop a competitive advantage within the market segment of France.

Country-Specific Communications

STP

- **Segmentation** - The company segments the market with the launching of different products for a variety of individuals such as snack boxes, especially for children that would help them in understanding the market as well as segment within a real-time scenario. In addition to this, the personalized customer relationship maintained as well as monthly surprises for the potential consumers also help in engulfing target customers (Viciunaite and Alfnes, 2020). Graze is also introducing diversity in this sustainable business model with subscription models for snacks that are the main limelight (Graze.com, 2023).
- **Target Audience** - The target audience for the company is mainly the family market which

has helped give the comparative figure as compared to other companies in the potential market sector. Data analytics from other brands have also been experienced in building up the profitability for Graze as well as infrastructural and technological development with enhanced marketing strategies (Graze.com, 2023). The responsive website which has been developed after critical feedback from the consumer has also continued investing within the manufacturing capacity as well as supply chain advancements in technology (Carraresi and Bröring, 2021). The target market is also expanded with the amendments in managerial hierarchy and recording of correct financial results that would help in generating greater sales numbers. Boosting product launches also establishes Graze as the leading retailer of healthy snacks in the market segment (Graze.com, 2023).

- **Market Positioning** - The market positioning of Graze has also been done after a thorough analysis of consumer segments and the channels within France supermarkets that would help transition from domestic to International borders. In addition to this, there are also value propositions of smaller boxes as well as debts available that are based on the preferences of subscribers (Graze.com, 2023).

Marketing Mix

- **Product** - This is considered as the service or goods which are manufactured and distributed to the consumer and service as an important element within the marketing mix and supply chain. Products are kept out updated as well as outlined with specific features to form a positive competitive advantage over the market segment. In addition to this, the product decision is also inclusive of different

choices regarding grand themes and packaging (Swaen *et al.* 2021). Graze has been using a marketing style of mentioning the Box as well as the price with every detail on the product so that the consumer is made aware of the good.

- **Price** - Price refers to the cost of the product which is inclusive of promotional product decisions and distribution charges. In addition to this price also affects the values which are perceived by the consumer after purchasing the product. France also follows the low positioning strategy for pricing which helps attract greater clientele and increase sustainable profits (Mayer *et al.* 2021). Graze has been in calculating pricing after a strategic decision from consumers and investors that is unique within the marketing strategy developed.
- **Place** - This is referred to as the distribution channel it is formulated and expanded across domestic borders to generate greater profitability for the company. Manufacturers are also managing the relationship with an organization for providing cost-effective access to the marketplace and making themselves aware of the innovative methods in the port of distribution (Wichmann *et al.* 2022). Graze is also developing the necessary network model for marketing that inculcates consumer feedback which is necessary for increasing product profitability.
- **Promotion** - Promotion is the marketing channel and the communication between consumers and businesses regarding the different products and services sold. It also is the strength as well as weaknesses introduced within the company with the digitised methods that can be used in marketing

products regardless of time and distance (Gustavo Jr *et al.* 2021). The network marketing model has also established an e-commerce platform for Graze. In addition to this, the company has also been developing snack boxes based on consumer preference and recording the history of the customer for enabling Eco-friendly options.

Social media communications

Social media marketing is a necessary form of marketing that builds greater brand awareness across the different virtual platforms where the company can share stories for generating greater engagement. This is also helpful in generating meaningful and valuable leads with conversations regarding content for building up credibility with potential consumers. In addition to this, it is also helpful in updating leads by enhancing sales professionals in building profitable relationships with the customer base. Leveraging can also be used in leadership practices regarding potential consumers and solving their queries in real-time scenarios (Tanushev, 2022). In addition to this, social listening can also be implemented with the help of virtual platforms for connecting posts to different opportunities and ensuring the all-round development of the business as well as the employee. Marketing efforts can also be evaluated with the help of social media communication channels (Ebrahim, 2020). Approximately 66 million individuals use social media on an active basis from the population of France. This is helpful for Graze and incorporates the digital marketing network formulated as well as the marketing of new products through virtual platforms (Graze.com, 2023). You can also use social media in building brand authenticity by connecting to the different ethnic and social groups within the region of France as well as gaining their trust. Building of community within an enhanced scale and active participation of every individual can also be introduced with the help of social media.

Conclusion

It can be concluded that digital marketing is the modern way that has to be inculcated within a week but then every business. This has also been effective within the globalization era that has forced companies in taking their business across domestic borders. Digital marketing also ensures the sustainability of the business within the generation of greater complete advantage. The study also inculcates marketing strategy and the key global trends which apply to the brand positioning of Graze in the market segment of France. In addition to this, it also proposes the country-specific communications of STP. marketing mix as well as social media communication that can help formulate profitable policies for Graze.

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