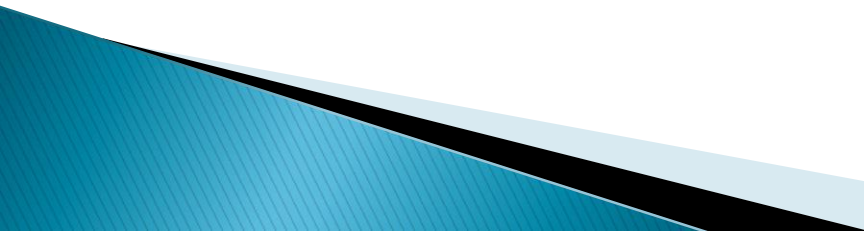


**SOS POLITICAL SCIENCE AND
PUBLIC ADMINISTRATION
MBA FA 404
SUBJECT NAME:
INTERNATIONAL MARKETING**


**TOPIC NAME: INTERNATIONAL VS DOMESTIC
MARKET**



INTERNATIONAL MARKETING:

- ▶ The International Marketing is the application of marketing principles to satisfy the varied needs and wants of different people residing across the national borders.
 - ▶ Simply, the International Marketing is to undertake the marketing activities in more than one nation. It is often called as Global Marketing, i.e. designing the marketing mix (viz. Product, price, place, promotion) worldwide and customizing it according to the preferences of different nation people.
 - ▶ International marketing is time consuming and requires more effort. It is highly prone to risks. Any company in the international market must always be prepared to deal with sudden changes in the marketing environment.
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DOMESTIC MARKETING:

- ▶ Domestic marketing is the supply and demand of goods and services within a single country. In domestic trading, a firm faces only one set of competitive, economic, and market issues and essentially must deal with only one set of customers, although the company may have several segments in a market.
 - ▶ There are no language barriers in domestic marketing and obtaining and interpreting data on local marketing trends and consumer demands is easier and faster.
 - ▶ Marketing within the native country helps the company in making decisions and develop effective and efficient marketing strategies. The companies require less financial resources and the risk factors are also less comparatively. In terms of geographical boundaries and available market platform, local markets are smaller than international market, even though most companies are targeting at global business.
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INTERNATIONAL VS DOMESTIC MARKETING:

BASIS	DOMESTIC MARKEING	INTERNATIONAL MARKETING
Definition	It is concerned with the marketing practices within the researches or marketers home country.	It is the performance of business activities designed to plan, price, promote and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

BASIS	DOMESTIC MARKETING	INTERNATIONAL MARKETING
Role of politics	Political factors are of minor importance.	Political factors play a vital role.
Languages & cultures	One language and culture.	Many languages and differences in cultures.
Financial climate	Uniform financial climate.	Variety of financial climate.
Risk involved	Normal risk is involved.	Higher risks of different nature are involved.

BASIS	DOMESTIC MARKEING	INTERNATIONAL MARKETING
Control of marketing activities	Control of marketing activities is easy as compared to international activities.	Control of marketing activities is difficult because of different factors like- regional, cultural, political etc.
Payment	Minimum payment and credit risks.	Considerable payment an credit risks.
Familiarity	Well familiarity with domestic market.	Lack of familiarity with foreign markets, research becomes essential.

BASIS	DOMESTIC MARKETING	INTERNATIONAL MARKETING
Knowledge requirement	Management knowledge is required.	Specific management knowledge and competence is required.
Product mix	Product mix is decided keeping in view the satisfaction and more sales.	Product mix is decided according to foreign market.
Product planning and development	Product planning and development according to domestic market.	Product planning and development according to foreign market.

BASIS	DOMESTIC MARKEING	INTERNATIONAL MARKETING
Focus	Focus of interest is on general information.	Focus of interest is on strategic emphasis.
Market aspect	Market is much more homogeneous and different segments.	Different or diverse market fragmented in nature.

DOMESTIC MARKETING:

Controllable Factors



- Product
- Price
- Promotion

Uncontrollable Factors



- Economic conditions
- Political issues
- Technological Changes

INTERNATIONAL MARKETING:

Uncontrollable and Controllable Elements

- Controllable elements include price, product, promotion and distribution
- Uncontrollable elements include competition, economic restraints, cultural factors
- A successful marketer will fit and mold the controllable elements to the uncontrollable elements of a particular market

