

## Original Research Article

**Study on the international marketing strategies and the brand global operation***Chunjuan Gao**School of Foreign Languages, Nanjing Xiaozhuang University, Nanjing, Jiangsu, 211171, China*

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**Abstract:** This study aims to explore and optimize international marketing strategies and the application of brand global operations. With the acceleration of globalization and the intensification of international market competition, international marketing strategies have become increasingly significant for both theoretical researchers and exporting companies. The research begins with an overview of the company's operations, followed by the application of Porter's Five Forces Model and SWOT analysis to assess the company's strengths, weaknesses, opportunities, and challenges in its development process. It also proposes pricing strategies, distribution strategies, and promotional tactics in response to opportunities and issues encountered in the international marketing process. The study emphasizes that, in order to enhance the company's overall competitiveness, win in international market competition, maintain a leading market position, and achieve product leadership and efficiency-driven global operations, companies must continuously refine their international marketing strategies.

**Keywords:** Global brand operations; Porter's Five Forces Model; SWOT analysis; Competitive advantage; Market leadership

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**1. Introduction**

With the acceleration of the globalization process and the continuous strengthening of the international market competition, international marketing strategies have been increasingly valued by both the theoretical researchers and export companies. Each enterprise that faces fierce competition in the international market also need to strengthen the formulation and renewal of international marketing strategies in order to maintain the company's continued competitiveness. Therefore, it is necessary to use international marketing-related strategies to develop and expand the global market.

**2. International marketing and international marketing strategy****2.1. Strategy definition of international marketing**

International marketing, also known as global marketing, involves marketing products to people across the world. In other words, it's any marketing activity that occurs across borders. According to the American Marketing Association, international marketing is a multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create an exchange that satisfies individual and organizational objectives.

It's somewhat similar to export management. However, export management only involves managing the flow of goods and services from the host country to the guest country.

International marketing, on the other hand, covers production, finance, and personnel activities. It also entails several post-sales activities.

## **2.2. Characteristics of international marketing**

All the features of modern marketing apply to international marketing. However, the latter aims to satisfy the needs of global customers. So, it takes place across borders. As a result, international marketing has specific characteristics, such as: involving two or more countries, unique marketing strategies for specific countries, enabling exchange between a company and foreign customers, taking decisions with reference to the global business environment.

Global marketing offers attractive opportunities to companies that are successful at it. However, it also comes with several threats and challenges. Before we consider the benefits and challenges of international marketing, let's address an equally important question.

## **2.3. Definition of international marketing strategies**

International marketing strategies are methods companies use to plan, distribute and deliver goods to international markets. The cost and level of a company's control over distribution can vary depending on the strategy it chooses. Companies usually choose a strategy based on the type of product they sell, the value of the product and whether shipping it requires special handling procedures. Companies may also consider their current competition and consumer needs (Tien, Phu & Chi 2019)<sup>9</sup>.

To select an effective strategy, companies align their budgets with their product considerations, which often improves their chances of increasing revenue. The three primary factors that affect a company's choice of international market entry strategy are: Marketing: Companies consider which countries contain their target market and how they would market their product to this segment; Sourcing: Companies choose whether to produce the products, buy them or work with a manufacturer overseas; Control: Companies decide whether to enter the market independently or partner with other businesses when presenting their products to international markets (Samiee & Chirapanda, 2019; Samiee, 2020)<sup>7,8</sup>.

## **2.4. Importance of international marketing strategy**

Each country represents a unique challenge for marketers because of culture, language, laws, and other factors. These challenges can also be present on regional and local levels which require even more targeted techniques. International marketing strategies are important because selling a product in an international market requires precise planning and maintenance processes. These strategies enable companies to stay organized before, during and after entering new markets. Since every company has its own goals for entering an international market, having the option to choose from various types of strategies can give a company the opportunity to find one that fits its needs (Katsikeas et al, 2019)<sup>2</sup>.

## **3. International marketing analysis tools**

In the process of doing business activities such as information planning, product design, demand analysis, business plan, organization optimization and management consulting, information collection and analysis is a very important part. Good information collection and analysis can be done to explore the business mechanism by referring to strategic analysis tools.

### **3.1. Porter's five forces model**

The tool was created by Harvard Business School professor Michael Porter, to analyze an industry's

attractiveness and its potential profitability. Since its publication in 1979, it has become one of the most popular and highly regarded business strategy tools.

Porter recognized that organizations like to keep a close watch on their rivals, but, in his Harvard Business Review article, 'How Competitive Forces Shape Strategy,' he encouraged them to look beyond the actions of their competitors and examine the forces at work in their wider business environment (Porter, 2008). According to Porter, there are five forces that represent the key sources of competitive pressure within an industry. They are: Competitive Rivalry, Supplier Power, Buyer Power, Threat of Substitution, Threat of New Entry. And he described them in his later article--The Five Competitive Forces That Shape Strategy (Porter, 2008)<sup>5</sup>. He stressed that it's important not to confuse these five forces with more fleeting factors, such as industry growth rates, government interventions, and technological innovations. According to Porter, the latter are examples of temporary factors, while the Five Forces are permanent parts of an industry's structure.

### **3.2. SWOT analysis**

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. By definition, Strengths (S) and Weaknesses (W) are considered to be internal factors over which you have some measure of control. Also, by definition, Opportunities (O) and Threats (T) are considered to be external factors over which you have essentially no control.

SWOT Analysis is the most renowned tool for audit and analysis of the overall strategic position of the business and its environment. Its key purpose is to identify the strategies that will create a firm specific business model that will best align an organization's resources and capabilities to the requirements of the environment in which the firm operates.

In other words, it is the foundation for evaluating the internal potential and limitations and the probable/likely opportunities and threats from the external environment. It views all positive and negative factors inside and outside the firm that affect the success. A consistent study of the environment in which the firm operates helps in forecasting/predicting the changing trends and also helps in including them in the decision-making process of the organization. (Bull, et al, 2016)<sup>1</sup>

## **4. The brand global operation with the optimization of intentional marketing strategies**

After analyzing the market with Porter's Five Forces Model and the SWOT analysis, it is ready for an enterprise to enter the global market. In today's marketplaces, global business and international marketing have never been easier. With so many options and tools online, brands can expand their operations into new nations and reach untapped markets. As with any new project or campaign, thorough research is essential. When entering a new market that is vastly different from domestic market, this is even more true. It is necessary to gain a deep understanding of international target market. Below are some strategies of international marketing to consider before moving forward.

### **4.1. Paying attention to local flavor**

The target-regional marketing could be mastered by creating regional flavors, like Magic Masala in India. When it comes to consumer tastes, preferences and interests, there is nothing universal about it. They differ from country to country, climatic zones, GDP levels (Gross Domestic Product), customs and traditions. The food industry has successfully used 'local flavoring' strategy with good success.

In much of Asia Domino's Pizza uses sea food for its toppings while in India they use curry. Dunkin Donuts now has around 3,200 stores in more than 30 countries. How has a donut chain become so successful on a global scale? They adapt their donuts to appeal to local tastes. In China, they serve up pork and seaweed donuts, in India, it's saffron and pistachio donuts. If your budget allows for it, customize your offerings to match unique regional tastes (Milanesi et al, 2020)<sup>3</sup>.

#### **4.2. Understanding the language and cultural differences**

One way to lower the barrier of entry to international expansion is by entering countries similar to the target market. Needless to say, in order to market to other nations, it is necessary to gain a better understanding of their culture and language. These could be nations with the same language (UK, Canada, Australia, Ireland, etc.), ones that are close to you, or ones that have similar demographics. Still, there are plenty of cultural and regional linguistic differences between countries like the U.S. and the U.K. This is where market research pays off.

When going for branding across different countries, it is better to do some global marketing research on what the word or words mean in that country. In Spain, Chevrolet's Nova failed miserably not because it was a bad product but No-Va means 'no-go' in Spanish. Colgate toothpaste brand Cue couldn't make much headway in France as it was the name of a popular pornographic magazine, Vicks cough drops was a failure in Germany as 'V' is pronounced as 'F' making it slang for sexual intercourse. Nike had to recall its products that featured an illustration resembling Allah in Arabic. An improper brand name in a particular cultural or linguistic milieu can cause huge damage to the company and its marketing efforts may go down the drain (Rana et al, 2020)<sup>6</sup>.

#### **4.3. Emphasis on the link with a local partner**

In many countries, it is not mass media campaign, money pumped into marketing and distribution that will bring result. A good understanding of the local market is a pre-requisite for success and the best way to ensure is through a joint venture global marketing partnerships or marketing tie-up with a local partner in the same business. This will enable the global firm to attain market supremacy at a much rapid pace. Honda, Renault, Suzuki, Swedish firm Forbes launched vacuum cleaner in India in 1980's (Eureka Forbes through a joint venture in India) Starbucks (Tatas), Sharp (Kalyani) and several global brands by established their foothold in India through tie-ups with local companies.

Tie-ups can be in the form of 50:50 joint ventures, or marketing tie-up. Companies confident of going ahead on its own can set up fully-owned subsidiaries. The joint venture arrangements can be for a specified period after which both companies are at liberty to launch their own brands. When Hero severed its ties with Honda for two wheelers, Renault for cars with Mahindra, the companies concerned launched their own products.

#### **4.4. Production, marketing, logistics**

Until a few years ago, it was not easy to have multi-locational operations to deliver a product. With advances in technology, better logistics and economies of scale, it is possible for the parent company to design a product in their headquarters or in an emerging market, get them fabricated in a different country, do the manufacturing there and export it other countries. Many global brands such as HP, Toshiba, Acer follow the strategy of manufacturing in China, Taiwan, Thailand or some other nation where it is cheaper to manufacture. And it is shipped to the consuming country and still enable good margins on sale of products.

Huawei Group attaches importance to technological innovation, with continuous high R&D investment to

promote innovative technology research and development, and has set up R&D centers in several countries in Europe and the United States. For example, in 2019, more than 96,000 people engaged in R&D, accounting for 49% of the company's total workforce. Huawei's 2019 sales of 858.8 billion Renminbi with 131.7 billion RMB in R&D investment, is even higher than that of the other two global top three giants in the same industry, Ericsson and Nokia, which are the top three global players in the same industry (Xi, 2021)<sup>10</sup>.

#### **4.5. Launching the global campaign**

Once a product is launched the global campaign has to begin. It has to be undertaken by a global marketing agency. They have to take care of the creative, media planning, hoardings and other mass publicity campaigns in association with the marketing team in the global marketing company. The campaigns have to be translated, localized and relevant new ones created for specific markets.

Sometimes, the global campaign should not be restricted to pushing more sales but to inspire to embrace a concept. Unilever did that for Dove Soap with Campaign for Real Beauty. The global marketing company focused on raising the self-esteem of women and aligning the product with it. Email campaigns, conferences, website promotions and person-to-person interactions were all part of the integrated strategy of Unilever to achieve the objective.

#### **4.6. Utilizing the power of social media**

Take Brazil, China, Japan, Russia, Poland, South Korea, and Vietnam for example. In these countries — at least as of 2011 — Facebook is not the most popular social media site. Instead, Twitter or Orkut and other regional platforms reign supreme. This information does suggest that perhaps focusing more effort on the leading site in those geographical locations — like Twitter, may be more effective. Just like cities across the U.S. that vary in terms of which mediums are most effective, cities across the world tend to have their own unique preferences on channels and messaging. But, as previously stated, it will take a lot of research to figure these things out.

On a global scale none is more powerful than social media to reach a wide audience. For campaigns with picture, video and lesser text, Facebook would be the appropriate medium while for sharing industry global marketing news, especially those involving B2B products Twitter marketing may be effective. Paid campaigns can create good reach, even YouTube videos can be shared effectively to reach a large audience. All major consumer products marketed globally have good social media presence including Coca-Cola, Samsung, Pepsi, Unilever, Glaxo among others.

#### **4.7. Events and promotions**

Sports and entertainment events are the best avenues for promoting brands and Samsung, Sony, Lenovo, Coca-Cola, Pepsi, and other trans national companies have used it to boost their brand value. Red Bull Energy drink has also successfully sponsored sports globally using it effectively for branding. Red Bull Indianapolis Grand Prix, UK's Red Bull Air Race, Austrian company Red Bull does such a great job with global marketing that many Americans assume it's a local brand. One of its most successful tactics is to host extreme sports events all over the world. From the Red Bull Indianapolis Grand Prix to the Red Bull Air Race in the United Kingdom to the Red Bull Soapbox Race in Jordan, the brand's powerful event marketing strategy takes them here, there, and everywhere.

Rather than just shoving their products down people's throats, Colgate has taken a very different approach

over the years and has chosen to educate consumers instead. This strategy has helped the brand to not only sell tubes of toothpaste but to also become one of the leading and most trusted toothpaste products in the world. In marketing there are a few ways to promote trust, but nothing is more effective than educating customers and proving just how your product can work to benefit your consumers. This strategy may seem obvious for a toothpaste brand, however any business can adopt this strategy and make it work for them. Colgate may have a multi-million dollar marketing budget to make spiffy videos and create content, however all you really need to do is go into the minds of your consumers and deliver to them what they really want (Paul & Mas, 2020)<sup>4</sup>.

#### **4.8. Pricing & packaging**

Prices are very sensitive in emerging markets while it may not be so in developed markets. For example, shampoos and oils are normally sold in bottles of 250 or 500 ml, but in emerging markets like India, China, Philippines, Korea and Indonesia it may be better to have smaller sachet packs of 50 or 100 ml to cater to lower income segments or those living in rural areas. Many MNC 's have already adopted such localization techniques effectively. Sample tooth paste sachet packs with 50 gm content are now being marketed in such regions. In US and European markets, KFC or MacDonald's may not be considered expensive but not so in emerging markets. India, it may be possible to have tea and snacks for fifteen rupees but the simplest snack in KFC may cost fifty rupees or more.

The way to product or service may vary a lot from country to country. When the enterprises determine how to package the offering, color is an important choice. One reason for this is because different areas of the world associate specific meanings to certain colors. For example, in Eastern and Asian cultures, red is a color that is synonymous with happiness, joy, and celebration. But in the Middle East, red is considered a warning and brings forth feelings of danger. Some also consider it to be the color of evil. So doing research on the psychological effects of color within each culture is extremely important for choosing the right packaging colors for the product (Paul & Mas, 2020)<sup>4</sup>.

#### **4.9. Utilizing local strengths**

In many countries, large malls or commercial centres are yet to emerge but there is a strong network of small shops or kiranas as they are called in India or Kombini in Japan, the convenience stores that are essential part of their life. No marketing strategy can ignore the strength of these sales networks. Amazon markets its products in online in Japan but are delivered through the local kombinis or convenience stores. In India, too the power of kiranas to drive sales has been proven again and again. The retailer has the power to put up point-of-purchase (POP) leaflets and hangers and also act as advisors for regular customers to choose the best products available.

Cocoa-Cola is a prime and most well-known example of a brand with a powerful and brilliant global marketing strategy. One of the things that helped Coca Cola succeed in other markets was its bottling operations. The beverage company was able to brand its drink in such a way that it was uniquely and easily identifiable. This is made it instantly recognizable by anyone around the world. Another reason Coca Cola was very successful in local markets was that they also gave local operations leeway to adjust the taste to fit cultural preferences in their market. The brand also adapted advertizing, promotions, distributions and pricing to each local market. For advertising and messaging, Coca Cola focused on universal values that will resonate around the world like sharing and happiness. They then localized their campaigns by featuring local celebrities and cultural references.



The brand also focused on small community programs and small scale charity efforts.

## 5. Conclusion

Starting from the overview of the company's business, the Porter's Five Forces Model and SWOT analysis is applied to analyze the strengths, weaknesses, opportunities and challenges faced by the company in the process of development, and present its opportunities and problems in the process of international marketing. price strategy, distribution strategy and promotion strategy. In order to enhance the overall competitiveness of the company, so as to win the development space in the fierce international market competition, maintain the leading position in the market, and achieve product leadership, efficiency-driven and global operation.

Considering the diversity of global markets, understanding each region may be a daunting task. Many a time companies think of other markets as extension of the home markets and hence fail to make major inroads into other territories. Even in mass media campaigns simple translation strategy may not work and hence new campaigns with local themes set in the country's social milieu has to be done to attain good results. The translation team needs to understand the goals of the organization and what brand value is being intended to be conveyed to the consumers.

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