

# Managerial Role in International Marketing Strategies

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## ABSTRACT

The marketer has to know that each and every country is having various marketing environment or social cultural political and even the legal. Comparatively it has to be so very clear that the international marketer is bound to hold on the recognition that every marketing environment differs from place to place as well as nation to nation than that of the same country state. It is also evident from the study the global business transactions have to be sound planned and objectives oriented in nature.

### 1. INTRODUCTION

Each and every country in the world either developed or underdeveloped are always having the main goal of increasing its nature of production with the main target of fulfilling the exact wants and needs of its people with comparative objective of raising the standard of living of its people over the same various sectors of production as well as service sector like factories, commercial sectors and even offices; are exactly aiming in producing a variety of goods and services in order to satisfy the most human needs and wants.

“Markets” are people with money to spend and desire to spend it – Canon and Witched. It includes both place and region in which buyer and sellers are in free competition with one another. The main objective of marketing is; to develop an intelligent appreciation of modern marketing practices and influences the marketing situation in the international level, developing broader frame work for thinking about the nature of marketing in the international fact, to provide sound guiding policies in relation to marketing procedure and also to ensure complete implementations, to provide sound

- intensity on one’s feeling and participation to
- allow the eviction of an open minded with
- hopeful researchers, to show the other
- sources of information for marketing and
- many more.

### 2. MARKETING MIX

The consumer environment, competition, marketing institutions, and even the nature of the legal system and the main uncontrollable elements, which the marketers has to take into consideration, while holding an in depth analysis of both external and internal uncontrollable elements. Actually it’s comparatively very much clear that marketing mix can exactly differ from one geographical region to the other, due to the following factors:

- Economic factors
- Cultural factors
- Social factors
- Political factors and even
- The commercial environmental factors

It’s clear that according the study, the international marketing efforts, and even the environmental parameters become so very much important, which can comparatively be treated as marketing mix

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of any geographical region or country. It is necessary to take into consideration that each of the internal elements of the exactly marketing mix is a controllable factor in nature. Equally it has to be noted that in each of the element must also in turn be actually be fully turned with exactly everyone of the external in controllable environmental forces like: Cultural forces, Social forces and even, legal forces.

It is also evident that international marketing also follow the same principles like that of domestic marketing. One has to know that in any geographical market there must be four blending ingredients of marketing mix like- Product, Price, Promotion and distribution.

A good marketer must have good product, good and fair price and also sound promotion as well as good nature of distribution for the reputed global marketing. It is must to know that global marketing mix must always be based on exactly and up to date reliable as well as adequate information of the above said uncontrollable forces of marketing.

### 3. INTERNATIONAL MARKETING DECISIONS

According to our findings, some enterprises they just enter into the base of the international or global marketing without taking the following in to the consideration:

- (a) Marketing decision,
- (b) Global marketing selection decision,
- (c) Global market entry decisions,
- (d) Global marketing mix, which includes:
  - Product mix decision
  - Distribution decision
  - International pricing decision and
  - Promotional decisions

### 4. GLOBAL MARKETING

Global marketing essentially deals

with the nature of the trade pattern like: Import and Export Patterns. In addition to it, the global marketers has also to take into consideration the trade policies and trade practices of various geographical countries since they are the main determinant of the buyer – seller behaviour in the global markets. Also the nature of the trade policies and even the trade practices are not the same in various geographical countries because of same restriction, these makes the call for a well trained human resources in the sector of global marketing. It is also evident from the study the global business transactions have to be sound planned and objectives oriented in nature.

### 5. GLOBAL EXPORT PROMOTION

The global marketer must take into consideration that sound export promotion is the main determinant of their programs. Hence, the global marketer must equally larger the creation of the sound incentive so that main increases the nature of their exports in the global markets. How even the main factors that increases and even so diversities the global market export are:

- (a) The nature of the price of the goods to be comparatively exported must be competitive.
- (b) The nature of the quality goods to be exported must also be comparable with rival geographical market.
- (c) As the global price level must be high the domestic market becomes the only solution.
- (d) The global marketer must conduct sound global market research.
- (e) Sound planned diversification of the global market is also very much important.

### 6. EXPORT PROMOTION MEASURES IN INDIA

The main problems facing the export promotions are the ever increasing in

the internal price level, which are comparatively in flounced by the nature of inflations, which raise the comparative cost of production poor and low business modality is the other obstacles and the efficiency of the main global exporters.

The following may be measures to promote exports in India:

- Sound cash compensatory assistance,
- The Indian global marketer gets exemption from custom duty,
- Sound supply of the raw materials,
- There is an exemption of excise facilities to the main global marketer,
- Marketing development alliances are the main export promotions,
- Bilateral trade agreements,
- Export market of training.

The Export – Import Bank was established in 1981 as the stationary corporation. It was migrated with the lead

back with the authorized capital of 200 crore. In order to finance the global export – import and at the same time to conduct the global marketing promotion of the export and import of the goods the export-import bank was launched over the same.

## 7. CONCLUSION

Globalization in itself is a controversial phenomenon. It is a process that has been affecting every sphere of world society, economy, politics, technology, culture and the natural environment as well. This is Indian management per se holistic management per se spiritual management the core of which lies in man and his basic nature. The study has considered global marketing and it's regulate like exchange control and even import- export regulation. International marketing decisions are very significant for marketing segmentation on global scale.

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