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INTERNATIONAL MARKETING STRATEGIES USED BY INTERNATIONAL BUSINESS ENTITIES

Introduction. Marketing is a key element of success in international business, but at the same time, it can be a serious obstacle for a disoriented manager. These two factors determine the importance of the issue in the world today.

The objective of this paper is to study the basic marketing strategies used in international business today and find out their main features and objectives.

International marketing is marketing of goods and services in foreign countries, where the enterprise is located. The main difference between “domestic marketing” and “international marketing” is special conditions in economic, political, social and cultural environment of each country. It is impossible to run a business in international area without making a study of it [1].

Often, the international marketing activities of a company are organized as a separate and independent function within the enterprise. At the same time, it affects all other organizational activities and is influenced by them. This interaction is a critical element of success in international business. Choosing international marketing management strategies is of crucial importance to ensure compliance with its corporate strategy, business strategy and other functional strategies.

Business strategy can take one of the three forms: differentiation, cost leadership and focusing [2].

The strategy of differentiation is aimed to develop products, promotion and distribution, create pricing techniques which are different from those of rivals. The difference can be seen in accordance with quality, fashionability, reliability and other characteristics of products. This strategy was successfully used by marketing managers of such products as *Rolex* watches, *BMW* cars, *Montblanc* pens. If a company succeeds in convincing the customer in the benefits of its products, it may set a higher price, or protect itself from price competition from less successful brands. For example, *Rolex*, has successfully implemented the strategy of differentiation, there is no need to lower the price of its diamond-encrusted watch (\$ 15,000) whenever *Timex* releases a new quartz model for \$ 19.95 [1].

Another business strategy focuses on its overall cost leadership. It can be achieved through regular reduction of production costs and promotion costs, operation with a lower rate on return, as well as the use of less expensive materials and components, etc. The main objective of this marketing strategy is advertising low prices and its retention. They can be achieved, for example, by selling through discount stores, rather than through fashionable boutiques. *Texas Instruments*

calculators, *Hyundai* vehicles, *Bic* ballpoint pens – all these producers use strategy of cost leadership. This approach helps *Timex* to flourish on a large market of inexpensive watches [1].

A company may also use the strategy of focusing. Marketing managers focus their efforts on certain segments of the consumer market or on geographic areas or regions of the market. International marketing managers have to provide selected target markets with powerful message about their company goods or services. For example, the marketing efforts of the Swiss watch company *Suisse Microelectronique et d'Horlogerie SA (SMH)*, which produces the popular *Swatch* watches, has focused on the sale of inexpensive line of watches for young and fashion-conscious consumers in Europe, North America and Asia [2].

A critical element of the company's success is the consistency of its international marketing efforts and general business strategy. For example, *Timex*, *Rolex* and *SMH* (watch companies) chose different strategies, but they achieved success in the international arena due to the integrity of marketing efforts and a business strategy. Having defined the general international business strategy, a company has to decide where exactly it will work. The decision whether to enter a foreign market follows from the overall business strategy and must comply with the strategy [1].

Conclusion. Thus, international marketing is mandatory for existence, survival and formation of competitive advantages of international business entities. The main requirement for successful choice of international marketing business – strategy is the unity of its principles and the principles of the company's internal business strategy.

References

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COMMODITY STRUCTURE OF FOREIGN TRADE OF UKRAINE

Introduction. Foreign trade in goods and services is a major and important part of the economic system of the country. It helps to develop foreign trade and economic complex. In the current context of globalization in Ukraine the