



An international marketing strategy for Black Sheep Brewery in Australia

By Stefanie Aulenbach

GRIN Verlag Dez 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, University of Sunderland (New College Durham), 17 entries in the bibliography, language: English, abstract: 1. Introduction 'International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives.' (Onkvisit and Shaw, 1997) This report analyses the Black Sheep Brewery and gives recommendations on international expansion. It will analyse four pre-selected possible new markets, (Canada, Japan, South Africa and Spain) recommend one of them for future expansion and outline a market entry strategy and a marketing mix for this new market. The author is a consultant employed by New Paradigms Research Organisation. According to McCarthy and Perreault (1994) a 5 step approach has to be implemented to find a new potential market: 1. Defining the problem 2. Analysing the situation 3. getting problem-specific data 4. Interpreting the data 5. Solving the problem In order to find the best...



[DOWNLOAD PDF](#)



[READ ONLINE](#)
[7.32 MB]

Reviews

A must buy book if you need to adding benefit. It can be rally fascinating throgh studying period of time. I am just happy to explain how this is the very best ebook i actually have read within my individual existence and could be the finest book for ever.

-- **Cydney Hand**

Excellent e-book and useful one. It can be rally intriguing throgh looking at time period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Pasquale Klocko**