

Plan

- **Foreign trade**
- **Largest countries by total international trade**
- **Benefits of foreign Trade**
- **Risks in foreign trade**
- **Samsung's Marketing Strategy in India**

Foreign trade

- **is the exchange of capital, goods, and services across international borders or territories. In most countries, such trade represents a significant share of gross domestic product (GDP).**



Rank	Country	Total International Trade	Date of information
-	World	27,567.0	2010 est.
-	<u>European Union</u>	4,475.0	2011 est.
1	<u>United States</u>	3,825.0	2011 est.
2	<u>China</u>	3,561.0	2011 est.
3	<u>Germany</u>	2,882.0	2011 est.
4	<u>Japan</u>	1,595.5	2011 est.
5	<u>France</u>	1,263.0	2011 est.
6	<u>United Kingdom</u>	1,150.3	2011 est.
7	<u>Netherlands</u>	1,091.0	2011 est.
8	<u>South Korea</u>	1,084.0	2011 est.
9	<u>Italy</u>	1,050.1	2011 est.
-	<u>Hong Kong</u>	944.8	2011 est.
10	<u>Canada</u>	910.2	2011 est.
11	<u>Singapore</u>	818.8	2011 est.
12	<u>Russia</u>	808.7	2011 est.

Important benefits

- ❑ **Increases the domestic competitiveness**
- ❑ **Takes advantage of international trade technology**
- ❑ **Increase sales and profits**
- ❑ **Extend sales potential of the existing products**
- ❑ **Maintain cost competitiveness in domestic market**
- ❑ **Increase potential for expansion of business**
- ❑ **Reduce dependence on existing markets**
- ❑ **Stabilize seasonal market fluctuations**

Risks in foreign trade

- ❑ **Risk of non-acceptance**
- ❑ **Risk of Exchange rate**
- ❑ **Lack of foreign currency**
- ❑ **Changes in the policies of the government**
- ❑ **Trade embargoes**
- ❑ **A seller's inability to provide the required quantity or quality of goods**
- ❑ **Cultural differences**
- ❑ **Language barriers**

Samsung's Marketing Strategy in India





GT 대각

CINUS G

리즈산부인
코넬 성

스타일 조아를 더하다
한국원태소리

kdb

kdb

포전(대진대) 의정부 노원역
논현역 강릉역 양재역

10% 국내산 신라면
볼품치킨

3700 대진대

Product Innovation

- **Samsung's product range in India included TVs, audio and video products, information technology products, mobile phones and home appliances.**



Pricing

- Pricing also seemed to have played a significant role in Samsung's success. Samsung sales similar product at lower price than that of apple and Sony.



Distribution

- Along with the launch of new products, Samsung also consolidated its distribution system. Samsung had 18 state- dealers and a direct interface.



Advertising and Sales Promotion

- In 1995, when Samsung entered India, it realized that Indian consumers were not familiar with the company. So, in order to establish itself in the Indian consumers' mind, Samsung launched corporate advertisements highlighting its technologically superior goods.



SAMSUNG



Local Language Translator





1,300 rpm maximum spin speed.
Samsung WF338AAB.



Thank you for your attention!

