

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).



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





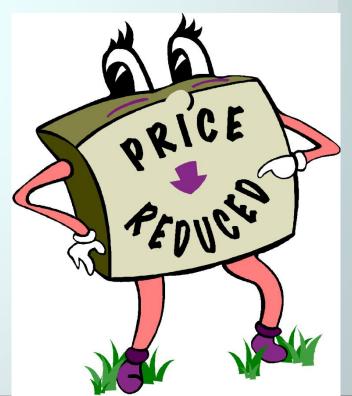
Product Innovation

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.

