

INTERNATIONAL MARKETING



International marketing-the marketing of goods and services in two or more countries.



1. Indirect export

Exporters use an intermediary, such as an export agent, to deal with buyers in the overseas market.

Direct export

Companies handle their own exports, for example by setting up overseas offices.

Licensing

Companies sell the rights to use a manufacturing process, trademark or patent for a fee or royalty.



Joint ventures

Two companies, for example an overseas firm and a local one, may work together to develop a particular market.



Direct investment

The company buys a local firm, or sets up its own manufacturing subsidiaries.

