**Assignment: International Marketing Plan**

Length: 3800 words

**Task**

**Holden Automotive Australia International Marketing Plan for Entering Indian Automobile market.**

The major project involves the development of an international marketing plan for Holden Australia considering entering Indian automobile market and introducing a new product/service to India’s existing automobile market. Many firms, when going global, need to gather information pertaining to the environment, competition, infrastructure, and specific product/market marketing strategies when entering a country. More specifically, the international marketing plan will need to be comprised of sections on *Situation Analysis, Recommended Marketing Strategies and Economic Evaluation*. You are expected to develop a detailed market entry plan that will involve making decisions on issues such as:

* mode of entry;
* local partners;
* segmentation, targeting, positioning;
* strategic options for the 4 Ps (or 7Ps), including the extent of standardisation vs. adaptation with respect to domestic or other international marketing plans already in place; and
* Managing, measuring and controlling the international marketing effort.

**Note: This is a not an Essay so no journal articles, it’s a professional report which should include Data, resources, infrastructure, competition and quantitative data (economic conditions, funding sources, capital, budgeting) of Holden Australia and all the major competitive Automobile companies operating in India.**

**NOTE:** The most important part of the project is “**Situational Analysis**” and “**Recommended Marketing Strategies**”, please make sure they are done according to the detailed explanation provided in the report structure.

**STRUCTURE OF THE REPORT:**

**1. Executive Summary**

**2. Table of Contents**

**3. Introduction**

**4. Brief company background and description of product/service**

**5. Situation Analysis (Important)**

(Include key relevant dimensions in the economic, financial, cultural, political, legal, technological and “green” environment + Competitive Analysis, Competitor Analysis). May also include a SWOT Analysis

The Situation Analysis section is very important but it should be limited in scope ONLY TO ASPECTS RELEVANT FOR THE PRODUCT OR SERVICE CHOSEN. A lot of data and information about the chosen country will have to be accessed but only the “cream of the crop” will be included in the report. The relevance of what is included in this section needs to be PROVEN by the specific reference made to it in the section on the Recommended Marketing Strategies.

It is basically a PESTEL Analysis of the chosen market (with PESL being the most important section): it must include ONLY KEY RELEVANT DIMENSIONS in the economic, financial, cultural, political, legal, technological and “green” environment)

• It is a mini country report, SPECIFICALLY FOCUSED ON THE MOST RELEVANT TRENDS IN RELATION TO THE SPECIFIC PRODUCT / SERVICE that the organisation chosen intends to market in the foreign country.

**ECONOMIC ENVIRONMENT:** The report needs to cover the current economic conditions (key indicators) in the foreign market and the likely future trends.

Is the country experiencing economic growth? How about inflation?

• What is the GDP per capita? Is the distribution of income significant?

• Can the population afford the product/service?

• What is the size of the population overall? Does the age breakdown have relevance to the product or service?

• Is there a distinct target segment for the product or service? Is it sizeable and serviceable? Is it growing?

• Are there any natural resource, climate, topography or other physical environment factors that would have an impact on the entry of the product into the country?

**POLITICL/ LEGAL ENVIROMENT:**

The report needs to cover the current political / legal conditions (key indicators) in the foreign market and the likely future trends.

Type of government

• Role of government in the economy

• Level and impact of corruption

• Political stability & risk

• Legal framework of the country (i.e. civil or common law system)

• Adequate protection for property right (including IP)

• Adequate enforcement of contracts

• Understanding of any country specific laws relevant to marketing mix elements of the product/service

**CULTURAL ENVIROMENT:**

Examples of cultural aspects of significance:

• Elements of culture e.g. language, education, aesthetics, social organisation, religion, attitudes, values, material elements

• Hofstede and/or Trompenaars cultural dimensions and relevance

• Psychic distance

• Low vs. High Context Culture

• Any issues in differences in negotiation & way of doing business (i.e. time orientation, space orientation and any customs, traditions or practice that business people should be aware of)

Environmental issues and other contemporary issues, i.e. health, terrorism, ethics, etc.)

Examples of other aspects of significance:

• Competitive Analysis

• Competitor Analysis

• SWOT Analysis

**6. Recommended Marketing Strategies (Important)**

Include Market Entry Mode, choice of local partner, generic business level strategy, segmentation / targeting / positioning (STP) + marketing mix strategies.

The most important section of the report is the one on Recommended Marketing Strategies. This is where the most effort should be focused, making sure that the strategies proposed are SOUND, INTERNALLY CONSISTENT and most importantly EXTERNALLY CONSISTENT (i.e. in line with the findings of the “Situation Analysis” – such “links” need to be EXPLICITLY MENTIONED).

Relevant aspects to cover:

• Generic business level strategy (cost leadership, differentiation or focus)

• Market Segmentation, Targeting and Positioning (STP)

• Market entry mode recommended, with justification

• Marketing mix strategies (4 Ps or 7 Ps)

**7. Economic Evaluation** (Company and marketing resources and objectives for entry to target market)

**8. Conclusions**

**9. References (APA format at least 20)**

**10. Appendices**