**International Marketing**

**June 2023 Examination**

1**) “Give the customers what they want, when and where they want it.” — Joe C. Thompson Jr.*7-*Eleven Founder**

**In 1927, 7-Eleven showed the world just how convenient shopping could be - and they have been doing it every day since. Today, 7-Eleven is a global brand with more stores than any other retailer in the world – more than 83,000 across 18 countries to be exact. 7-Eleven, Inc. now operates a robust family of banners and brands, including Speedway®, Stripes®, Laredo Taco Company® and Raise the Roost® Chicken and Biscuits locations throughout the U.S. The brand also has a history of firsts — coffee in to-go cups, 24/7 hours operational stores and self-serve soda fountains, to name a few. 7-Eleven, Inc. is now owned by SEJ Asset Management & Investment Company, which is wholly-owned by Seven & I Holdings Co. Ltd. JAPAN**

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**What do you think are the reasons for Seven Eleven to go global? Illustrate what is the model they are choosing to go global? Do you think this is the right way going forward?**

**Ans:**

**Introduction:**

Seven-eleven is a global logo with extra stores than any other store. It has an additional than 83,000 shops throughout 18 nations. Seven eleven has a rich record of being the first to introduce new ideas and ideas inside the retail enterprise, such as coffee-in-to-move cups, 24/7 hours operational stores, and self-serve soda fountains. Seven eleven is owned through SEJ Asset management & Investment Company, wholly owned by Seven & I Holdings Co. Ltd. JAPAN It is only half solved

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**2) Skippi is an ice pop brand. A successful all Shark deal on Shark Tank India changed the fortune of Skippi, and its sales accelerated 40X, and the income increased to about 2- 2.8 Cr month-to-month. Over 20,000 orders were processed online after the deal. After their a success deal, Skippi grew hastily over the last year. Through the distributor channel, they now reach 10,000 outlets in 25 states.**



**Skippi is now deciding to go global. What should be the mode of entry into other countries? What according to you is the best mode?**

**Ans:**

**Introduction:**

Skippi is an Indian ice pop brand that received massive achievement after securing a deal on Shark Tank India. With revenues growing by using 40 times, the company seeks to make more significant globally. However, choosing a suitable access mode is crucial for its achievement in foreign markets. This essay will discuss the extraordinary entry methods and recommend the great ones for Skippi's global expansion.

**Concepts and applications:**

When an organization expands globally, it should choose the most suitable entry mode to

**3) Ikea is a global home furnishing brand. They have a vision to make life better for their customers.**

**As on Dec 2022, Ikea had 460 stores in 62 markets. The first Ikea store was opened in 1958 in Sweden and the latest one is opened in Surabaya, Indonesia. It started its India operations by opening its first store in Hyderabad.**

**a) Do you think Ikea would have done Market research before entering the Indian store? Elaborate various methods they would have used. (5 marks)**

**Ans:**

**Introduction:**

Ikea is a well-known global home furnishing logo with the vision to improve lifestyles for its customers. The company has been operating for over 70 years and has expanded into 62 markets with over 460 shops as of December 2022. Ikea's enlargement into India is a current development, and it started its operations by opening its first save in Hyderabad. One

b**) Did they customize their product presentation to suit the Indian customer? Elaborate on their customization for the Indian market. (5 marks)**

**Ans :**

**Introduction:**

Ikea is a Swedish multinational home furnishing retailer known for stylish and affordable furniture. It's a global brand with a presence in sixty-two markets and operates 460 stores internationally. These days, the corporation started its operations in India by opening its first