**International Marketing**

**September 2023 Examination**

**Q1. You are a manufacturer of various herbal products from India and are keen on expanding your business globally. Discuss the challenges of marketing your product globally and also suggest ways to overcome the same? (10 Marks)**

**Ans:**

**Introduction:**

Expanding a business globally provides numerous demands, especially for a producer of natural products from India. While herbal merchandise has won popularity worldwide because of its perceived natural and holistic blessings, specific challenges must be addressed when advertising it globally. This article will talk about the challenges faced by manufacturers of herbal merchandise in global marketing and propose methods to overcome them.

**Challenges of advertising natural products globally:**

**1. Regulatory Compliance:** one of the significant demanding situations within the global marketing of herbal products is complying with diverse regulatory frameworks. Nations have exclusive natural merchandise policies and standards, including labeling requirements,

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**Q2. “Go Local “is a term that is having resonance with countries today to promote Local consumption. In your view is it positive for nations to produce locally and avoid globalization? (10 Marks)**

**Ans:**

**Introduction:**

The "go local" concept has recently gained vast attention as nations seek to sell nearby intake and reduce their dependence on globalization. The idea behind this method is to prioritize

**Q3. Read the following case study carefully and then answer the questions that follow:**

**A French company Jeanne Oliver Perfumes is contemplating to introduce a perfume under the brand name SK, named after the charismatic celebrity Shah Rukh Khan. The perfume is available in two variants, SK Silver for men and SK Gold for Women. The perfumes are packaged in a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Advertising is planned through television satellite channels and magazines. You are required to:**

**a) Analyze the decision and decide in your opinion which pricing strategy you would like to apply while launching the product. (5 Marks)**

**Ans;**

**Introduction:**

Launching a new product within the market requires careful consideration of different factors, and one crucial element is determining the pricing strategy. In the case of Jeanne Oliver Perfumes' new fragrance line named SK, targeted at purchasers orientated towards film celebrities, selecting the proper pricing method is vital for the product's achievement. This case study aims to analyze the choice and provide an opinion on the desired pricing

**b) As cost of manufacturing is low in India and the French company wishes to export the product from India to other countries. Examine the various type market entry strategies available to the French company and which strategy would you use to market the product to other countries? (5 Marks)**

**Ans:**

**Introduction:**

When a company plans to expand its operations to international markets, it must cautiously consider the most suitable market access approach. In the case of Jeanne Oliver Perfumes, a French company introducing a perfume named after the superstar Shah Rukh Khan, it is essential to assess the available marketplace entry techniques and determine the most suitable approach for exporting the product from India to other countries. This paper will examine