**International Marketing**

**September 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, that is wholly-owned by Seven & i Holdings Co. Ltd.**

**JAPAN**

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**What are the steps in selecting a research agency to conduct global market research before they entered India? Do you think market research was a very important step before they set up store in India? (10 Marks)**

**Ans :**

**Selecting a Research Agency for Global Market Research: A Crucial Step for 7-Eleven's Entry into India**

**Introduction:**

Market studies are vital to a company's selection-making system when increasing into new territories. This article explores the significance of marketplace studies for 7-11's access to India, focusing on the steps in choosing a research agency to conduct comprehensive global market studies.

**7-Eleven: A Legacy of Convenience:**

7-eleven, founded in 1927 with the aid of Joe C. Thompson Jr., revolutionized the concept of convenience buying. With a commitment to presenting clients with what they want while and where they need it, 7-eleven has quickly become an international emblem, with over 83,000 stores across 18 nations. The company has a history of pioneering progressive practices,

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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 revenues increased 40X, the sales increased to approximately 2- 2.8 Cr monthly. Over 20,000 orders were processed online after the deal. After their successful deal, Skippi grew rapidly over the last one year. Through distributer channel they now have a reach of 10,000 outlets in 25 states.**

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**Skippi now wants to enter other countries. Do you think Skippi will standardize its products or will go for product customization for various countries it enters? (10 Marks)**

**Ans :**

**Introduction:**

Skippi, a well-known ice pop logo, significantly improved its fortunes after securing a Shark deal on Shark Tank India. This deal increased the company's revenues by 40 times and substantially increased monthly income, reaching approximately 2-2.eight crore. Furthermore, the company correctly processed over 20,000 online orders following the deal. With this tremendous achievement within the Indian marketplace, Skipper aims to expand its operations in other countries. But, a vital question arises: should Skippi standardize its products or opt for product customization for the countries it intends to enter?

**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. Which strategy Ikea has used to introduce its product in Indian market? Is it the waterfall strategy or the sprinkler strategy and why? (5 Marks)**

**Ans :**

**Introduction:**

Ikea, the global home furnishing brand, has extensively expanded its presence internationally. With an imaginative and prescient to improve the lives of its clients, Ikea has effectively installed a solid global presence, with 460 shops in 62 markets as of December 2022. The company's front into the Indian marketplace has been an essential milestone in its growth

**b. Ikea world over is known for its DIY furniture (Do IT yourself)? Do you think Ikea is using the same brand positioning strategies in India as well? Justify your answer with an example. (5 Marks)**

**Ans:**

**Introduction:**

Ikea, the renowned international, domestic furnishing brand, has emerged as a leader in the industry with its imagination and prescient of making life higher for international clients. With 460 shops in 62 markets as of December 2022, Ikea's presence has grown notably since its inception in 1958 in Sweden. The corporation has elevated its operations to diverse