

# International trade and mariano assignment

[Business](#)



Case Study 1: A Golden Opportunity: Exporting Easy Flame Barbeques to Argentina? 1. Many export activities begin in this way; however, there are a number of issues Mariano has overlooked. Name five of these. 2. Mariano has chosen indirect export as his initial mode of entry-discuss the advantages of this compared to other possible entry modes Mariano might have chosen. 3. How might Austrade be able to help Mariano with his proposed international marketing venture? Identify the types of services that Austrade offers. 4. In what ways will Mariano's background and skill set assist him in undertaking this venture?

What skills might he lack? Is his general approach one that you would personally recommend? 5. In what ways would exporting the barbeques to Argentina differ from distributing the products to other parts of Australia where they are currently not available (such as Western Australia)? Are there advantages to internationalization? 6. What uncontrollable factors in Argentina could impact on Mariano's chances of success in his proposed international marketing venture? In particular review the role of economic and financial conditions. 7.

Assuming the Easy Flame manufactures are interested in selling the products what are some of the important decisions Mariano needs to make in formulating an export marketing strategy? Answers 1. Many export activities begin in this way; however, there are a number of issues Mariano has overlooked. Name five of these. There are many exporters who started their business from different countries n they being the origin of other country as Mariano, one among the same, Mariano Ferreyra, an Argentinean-Australian

who has been resident in Australia for a number years, found this some what surprising.

Here are the Issues on which Mariano over looked 1) He has noted some of the similarities in lifestyles between Australian and his fellow Argentineans, and having traveled to Brazil he could see similarities there as well. 2) Noted many of the differences as well between the predominant Anglo-Saxon culture in Australia and the Latin American cultures. Where Latin American is a continent comprising a series of markets that many Australian exporters do not usually consider. East Asia, North America and Europe have far more prominence in exporters' minds. ) Mariano has seen many products nit available at home in Argentina, or which, if they are available, generally incorporate a lower level of technology, he has also noticed products available in Argentina that do not appear to be available in Australia at that point of time the two economies are at different stages of economy development so that Mariano thought of doing business from Australia and can take away the business to Argentina where, 4) Many export activities begin in this way he said, living in Australia it seems easier for Mariano to identify products here that might be suitable for exporting to Argentina as a lot of work would be required acquiring the identified products and organizing their shipment. 5) And he also looked on the Argentina's natural resources, population skilled human resources well infrastructure, considerable manufacturing capacity, membership of a regional free-trade association and large middle class families. Through which he understood the position of the market so that he can export the business from Australia to Argentina. 2. Mariano has chosen indirect export as his initial mode of

entry-discuss the advantages of this compared to other possible entry modes Mariano might have chosen. There are different modes of entry into another country, such as, ??? Export ??? Licensing Franchising ??? Assembling Unit ??? Joint Venture ??? Manufacturing ??? Agents ??? Local or Distribution or Dealership Mode of entry. Argentina is however, a less developed country than Australia, which has many consumer products at the maturity stage in the product life cycle. In Argentina these products may not exist or may be at the introductory or the growth stage. In terms products development Australia is an advanced country while Argentina is developing country. Mariano is also aware that Australia is increasingly becoming an exporter of manufactured products (along with services), and that internationalization is an important driver of economic growth.

Because of this Mariano chosen indirect export as his initial mode of entry through which is got many advantages in this entry, where, Mariano had also been reflecting on his ability to become a potential exporter in his newly adopted country by using his way to enter into the unit in International Marketing as part of his degree he has no practical experience in International Marketing ( or particular types of International Marketing, Like Exporting) neither does he has any contacts with Australian exporting consultancies, what the way Mariano has taking to get into the International Marketing would have been better if he would have understood the strategies of the International Trade and would have got the knowledge about the economy of the market and about the fiscal polices how it runs and give the detail knowledge about its business and work, and also he would have contacted the politically to the government to give the details of

the business and would have trade and also which gives his to get the business where he can run his business in greater volume and given the more profit to his business and would have got more recognition, since Argentina was not well strong technically and socio cultural activities Mariano would have involved deep into the act of this to done, and there were the possible entry modes Mariano might have chosen to get into International Market. 3. How might Austrade be able to help Mariano with his proposed international marketing venture? Identify the types of services that Austrade offers. In this International Market venture of Mariano's indirect method of marketing from Australia to his mother country Argentina, but this venture Austrade being the governing body for the international business, could have helped Mariano to his business towards Argentina from Australia, Experienced Austrade specialists and international delegates from around the world will discuss opportunities in their markets for Australian technology exporters.

Where Mariano would have got many helps in terms of fiscal, ecological, political from the Austrade, and Austrade gives assistance to Speakers from government agencies including Austrade, AusIndustry and Export Finance and Insurance Corporation will outline financial assistance and other programs available to help Australian technology companies expand their business. Another key issue in any expansion program should be the protection of intellectual property. In this respect some Australian franchises have fallen foul of unscrupulous practices in foreign markets ??? a fact not lost on Scott. It is very difficult for the micro businesses, especially when what they are offering is tied to a certain personality or individual. They

might not even be aware that franchising provides a potential solution to expanding their business both locally and overseas. That is why we wrote the booklet How to franchise your business.

It was compiled with just those small service providers in mind -??? people who were looking to replicate what they were doing and market it. You only have to look at Action International and business coaching and consulting franchises to know that, through franchising, it can be done. Austrade's mission is to contribute to community wealth by helping more Australians succeed in export and international business by providing advice, market intelligence and support to Australian companies to reduce the time, cost and risk involved in selecting, entering and developing international markets. In addition Austrade provides advice and guidance on overseas investment and joint venture opportunities. his would have been Austrade be able to help Mariano with his proposed international marketing venture, which identifies the types of services that Austrade offers to Mariano in this trade.

4. In what ways will Mariano's background and skill set assist him in undertaking this venture? What skills might he lack? Is his general approach one that you would personally recommend? Mariano's skills which has set to assist him in undertaking the venture which he is started to bring out barbeques in Argentina from Australia, as his has been staying in Australia for many years and find the environment of Australia's is some what similar and he has certain skills of business through which he came our with the barbeques exporting to Argentina, Mariano as seen many products nit available at home in Argentina, or which, if they are available, generally incorporate a lower level of technology, he has also noticed products

available in Argentina that do not appear to be available in Australia at that point of time the two economies are at different stages of economy development so that Mariano thought of doing business from Australia and can take away the business to Argentina, Austrade offers a package of tailored services which include the allocation of an Export Advisor to assist you on a one-to-one basis under the banner of the ' New Exporter Development Program'. Should your business not be eligible for the New Exporter Development Program, specific tailored market research may incur a cost of \$190 an hour based on your approval.

This expense is claimable under the Export Market Development Grant. Austrade holds seminars that provide international marketing information for the Australian business community. <http://www.austrade.gov.au/> Information such as business culture, etiquette, environment, growing industries, market entry strategies, market development strategies, general regulations, export processes, success stories, trends and business opportunities, in general approach I recommend, Doing business in another country can be a challenge and Austrade's experienced advisers provide Australian companies with the knowledge, advice and practical support to help them succeed in an increasingly global economy.

Through our range of customized services, including help identifying international partners, providing tailored industry intelligence and support in visiting potential buyers, we can help you crack overseas markets and get to grips with foreign regulations and business practices. And for our clients who are ready to export, or who are already exporting and wanting to expand into new overseas markets, we work closely to help them achieve their <https://assignbuster.com/international-trade-and-mariano-assignment/>

international goals. <http://www.austrade.gov.au/services> 5. In what ways would exporting the barbeques to Argentina differ from distributing the products to other parts of Australia where they are currently not available (such as Western Australia)? Are there advantages to internationalization?

There are many products in Australia which is been differing from the exporting the barbeques to Argentina and there are many products where they are currently not available in Western Australia, and it will be advantages to internationalization, as per the trade which is been done by Mariano to Argentina from Australia makes big differences to the international market and about the exporting the barbeques to Argentina also differs from distributing the products to other parts of Australia where in Australian market is so much vast and wide range of business activity done domestically with in Australia and the difference would be of making product which is economically less and can earn huge amount of money with its turn to the internationalization, The USA is the only WWTG member who has yet ratified the Agreement. South Australia's Trade Measurement legislation has been amended to allow for the placement of the nominal volume on the front or back label, however, this will only apply to wines produced in SA. If and when other States follow South Australia's example, Australia should be in a position to ratify the Agreement. n to the trade agreement there would u find any advantages and would be the steps to fallow, Overseas companies in certain countries benefit from the trade agreements Australia has entered into. Currently Australia has free trade agreements (FTA) with the United States, Thailand and Singapore as well as a closer economic relations agreement with New Zealand and a trade and investment framework with



Indonesia. The Australian government is currently in negotiations with a number of other countries in order to provide importers in those countries and Australian exporters with an easier, less restricted trading environment. These trade agreements encourage investment, open up global markets and promote trade to and from the signatory countries.

Importers in these countries benefit from the open market and the ease with which they can take advantage of the benefits of buying Australian raw materials, products, services, and expertise. The benefits of importing from Australia vary from country to country and industry to industry. Please read the information about the trade agreement between Australia and your country to fully understand the direct benefits to your company in importing from Australia. This would be the advantages of the internationalization. 6.

What uncontrollable factors in Argentina could impact on Mariano's chances of success in his proposed international marketing venture?

In particular review the role of economic and financial conditions The Uncontrollable factors in Argentina are ??? Economic growth rate in Argentina, Just five years ago, Argentina collapsed. But it was able to curb the slide into the abyss and soon became one of the leaders of economic growth in Latin America, According to the latest Economic Commission for Latin America and the Caribbean (ECLAC) social panorama report, the region, which has benefited from improved global economic performance, enjoyed its fourth straight year of economic growth of over four percent in 2006, a level that will be maintained this year <http://ipsnews.net/news.asp?idnews=36102> Fiscal Policies are the uncontrollable factor in Argentina, because of which the unemployment rate in Argentina is very high due to <https://assignbuster.com/international-trade-and-mariano-assignment/>

which the product which Mariano is going to launch in Argentina's market has to face many problem, but after 2006-07 unemployment is come to very less through which the growth of Argentina is going up high with major improvements in employment and income distribution and a decline in poverty levels, As the middle class recovers, work has become more widely available in areas like construction, household repairs, domestic service, child care or bus driving. However, many of these jobs are temporary and informal, and it is still a challenge to find steady, stable employment.

The unemployment rate, meanwhile, dropped from 24 percent in 2002 to 10 percent, counting among the "employed" the unemployed heads of households who receive a small monthly government stipend. If they were not included, the unemployment rate would be nearly two percent higher. <http://ipsnews.net/news.asp?idnews=36102> ??? Political Argentina is has to over look its per capita income and disposable income, Argentina has pulled out of the crisis, but the growth has been uneven, and has not benefited everyone, At the peak of the crisis, the government's unemployed heads of households plan provided monthly payments of 150 pesos (50 dollars) to more than 1.6 million families.

The number of beneficiaries has now dropped to nearly half of that total, as people found jobs and dropped out of the programmer, Today, the poverty line for a typical family of four is 850 pesos (285 dollars) a month, by which the political view has to be considered. ??? Legal currency exchange rate also one the uncontrolled factors in Argentina could impact on Mariano's chances of success in his proposed international marketing venture. Looking into size of middle/high class population in Argentina. ??? Technical looking <https://assignbuster.com/international-trade-and-mariano-assignment/>

after all the machinery used to make barbeques in the Argentina keeping in mind of people n man power to up hold this issue. ??? Socio Culture is to looking at living standard of the citizens of mother country of Mariano.

These are the uncontrollable factors in Argentina could impact on Mariano's chances of success in his proposed international marketing venture, specially in review the role of economic and financial conditions. 7. Assuming the Easy Flame manufactures are interested in selling the products what are some of the important decisions Mariano needs to make in formulating an export marketing strategy? The important decisions Mariano needs to make in formulating an export marketing strategy are Marketing entry mode wit the joint venture with the easy Flame manufactures to the appropriate marketing mix which consist of (product, price, promotion, distribution, packaging also promotion of the roduct also gives the good result for the business and the process of implementation, process of control which includes( Mariano's his brother and his family) and the process of monitoring includes Easy Flame, process of feed back distribution which includes description, sales, customers of the Mariano. Through which he gets all the information to build be the business, and the strategy of this export marketing. Where in Easy Flame also looking into the details of The infrared is a little cooler than factory, which is what I wanted. The next size up is 1/16" if the #53 turns out to be too cool, but I don't think it will be. On low, the main burners are so low that they'll probably blow out in moderately windy conditions.

On high, the main burners are at least as hot has factory. For the side burner, the low setting is lower than factory, but on high, the flame is bigger  
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than factory, almost to the point of being excessive, I definitely wouldn't use anything larger than 1/16" bit for the side burner or the infrared. I happen to like it this way, because I use the side burner for a butter/garlic sauce for basting, which requires very low heat, this would be the process of assuming the Easy Flame manufactures are interested in selling the products and some of the important decisions Mariano needs to make in formulating an export marketing strategy. <http://www.komar.org/bbq/mm/convert/dannos.html>