

International strategy in corona extra

Business, Strategy



International strategy is known as the complete collection of commitments, decisions and activities that organizations conduct to get international competitiveness (Lorraine, Li & Dan, 2010) Corona Extra is known as Corona owned and produced by Grupo Modelo in Mexico. Nowadays, Corona Extra is considered as one of the beers which is the best selling beer in Mexico and worldwide. Corona Extra is present in more than 170 countries around the world. As many other organizations, Corona Extra has also made some international strategies when Corona Extra engaged in international market. Firstly, Corona Extra has conducted advertising on the media in the country where they are entering. In advertising of Corona Extra, Corona Extra focuses on relaxing and escape when people drink beer instead concentrated on flavour and quality.

Besides, Grupo Modelo has made the global strategy of positioning its product on a niche market with high prices, focusing on bringing to the memory of consumer those beach vacations in a neighbouring countries, serving beer that identical to what sold and produced in Mexico and reasonable-pricing compared to the other rivals. The international marketing mix of Corona Extra is including Price: the price of Corona Extra is different in each market. For example, the price of Corona Extra in Australia is quite difference compared with the price of Corona Extra in Mexico. Product: Corona Extra pays attention on the quality of beer. Corona Extra has used glass bottle for their products; thanks to this, customers can easily identify the colour of beer. Promotion: Corona Extra has advertised on the social media. Besides, aiming to ensure consistency of the brand on the market, Modelo has also supported importers as well as launched a number of

specific strategies in each market. Place: aiming to serve consumers more effectively, Grupo Modelo has expanded its distribution network with more than 350 stores in Mexico and services-oriented sales force with 695 distributorships and offices to guarantee that the products of company can come to consumers in the right way at the right time. With respect to Grupo Modelo signed a multi-year contract to make Corona Extra become official sponsor of ATP (Association of Tennis Professionals) World Tour in 2010. This is in line with Corona Extra's international strategy and its international marketing mix.

It is undoubtedly true that nowadays ATP is considered as one of the most famous the sport events in the worldwide. Thus, it is not surprising when ATP's programs of events are known by many people in the world. Thanks to this, when Grupo Modelo signed a multi-year contract to make Corona Extra become official sponsor of ATP (Association of Tennis Professionals) World Tour in 2010, Corona Extra will be identified by many people around the world, this helps Corona Extra to be closer with customers. Besides, when Grupo Modelo signed a partnership with ATP, the image of Corona Extra will be improved. The reason is provided for this is that the brands coordinate with ATP is mostly the famous brands such as Barclays, Rolex, South African Airways, and Nissan; that is why, when Grupo Modelo coordinate with ATP, the image of Corona Extra will be improved.