

Sales function for a company with foreign sales operation

[Business](#), [Marketing](#)



Task Tambrands Organization of the sales function Tambrands indicated the objective of international advertising was to market for every cluster in a related manner. Tambrands has always dominated the tampon market with devotion of resources towards education and ensuring brand loyalty.

Culture and religion pose one the greatest challenges for global market expansion. Some culture prohibits insertion. The new selling point of tampons is shifting from the old advertisements of women dressed in bikinis and white pants while driving home the message of comfort to a new campaign featuring local women addressing frankly the issues that had been treated as taboo in many countries. For some time some women thought that by using tampon they will lose their virginity that led them to prefer pads over tampon (James, &Anthony, 2004).

The new aggressive advertisements measures are part of high competitive campaigns to help penetrate the overseas market where religious and cultural issues prove to be a barrier. The risk associated with rolling out a single product in global market proved to be too high hence it was acquired by PROCTOR & GAMBLE. Tambrands has become part of P&G which has wide marketing and distribution capabilities. P&G Company has expanded over the recent years by procuring products and marketing the products globally. P&G had a good market reach which includes even third world countries. P&G has always spearheaded the use new media both radio and television as way advertising, in continuation P&G has stepped up its internet activities in the web to promote their products and they have launched a website that provides teenage girls with information about relationship and puberty(James, &Anthony, 2004).

In areas where the internet is not readily available i. e. sub Saharan Africa a personal approach has been applied by P&G. Working jointly with others like Always, P&G drives fundraiser for the united nations association for the campaign of ' protecting future' . a program designed to improve the African girl child education.

Work cited

Beck, James, and Anthony Vale. Drug and Medical Device Product Liability Deskbook. New York, N. Y: Law Journal Press, 2004. Continually updated resource.