

# Global marketing summary essay



Gambit Sports Outreach program will create a global marketing plan that will make sure to reach many people. Gambit wants the global marketing plan to go global so it can help Haiti and the people there. The Global marketing plan is going to cover Competitive Environment, Global Entry Strategy, Implementation and Standardization Strategies, Global Segmentation, Positioning, Distribution and Pricing, and Global Advertising. Competitive Environment Paper The untapped Sports infrastructure of Haiti is ripped for marketing of athletes and sponsorship development. Furthermore, Jerry Tardier, President of the Council of

Economic and Social Development see sports as an opportunity to create a new vision through international partnerships that allow the free sharing of knowledge, assistance and resources (Haiti - Sports). However, Gambit Sports Soccer Outreach Program would like to add to the overall Haitian sports mission and vision by addressing the competitive environment for sports through the Porters five forces model. In order for Gambit Sports Soccer Outreach Program to understand the complexity of segmented market of Haiti we must first analysis Haiti through a thorough SHOOT analysis.

This SOOT analysis will provide in-depth overview the Strengths, Weakness, Opportunity, Threats and Trends of Wait's Sports Marketing arena. The Soot's analysis chart is listed as Table 1. Internal Factors that may affect Haiti include but are not limited to the below information: Strength and Weakness Human Resources (People that are working with Gambit. This includes our volunteers, board members, segmented population and our staff Physical Resources (The land, building, and the equipment Gambit has to set

up and run the Sports Outreach Soccer Program) Finances (Grants, Investors, and Donations)

Activities (Gambit's Programming such as the nutrition program, the after school program and the Outreach soccer program. Experiences (This will have to be established since the community was destroyed by the Earthquake of 2010) Players/ Teams (Finding the right teams and players that want to Join what Gambit is trying to build) External Factors that may affect Haiti include but are not limited to the below information:

Opportunities and Threats Forecasting and Trends predictions are not controllable Funding (Investors, Regulations and Donations) Demographics (Culture, Gender and Age groups)

Environmental Climate (Is the climate conducive to Gambit's overall objective) Business Setting (Will the business thrive in the current environment) Trends According to the Haiti Services sector analysis the economic freedom of Haiti score is 48. 1 thus making Haiti economy ranking 151 of 2013 Index. Government spending, corruption and labor issues have attributed to the decline because of poor management.

The main focus to understanding the data received through the SHOOT analysis is to facilitate a shared market understanding which in turn will help in developing a positive collaborative approach to important business processes, marketing strategy, and Gambit's service development plan when evaluating Wait's competitive environment (Carpenter & Gephardt, 2014).

Porters Five Force Model Gambit Sports Soccer Outreach Program is dedicated to promoting and enhancing the game of soccer in a competitive

environment. Buyers have the power to counter seller's attempts and raise the prices of the products Monsoon, 2009).

Buyers are able to shift purchases or put pressure on the seller. These forces carry over directly to the global case Monsoon, 2009). Gambit will always make sure that the supplier power is always met. Gambit will always have the necessary equipment available for the player at the residents. We pursue our goal for providing a positive integrity soccer experience by incorporating the Porters five force model into our strategic marketing plan. The Aim of Gambit is to use Sports to help in the social, environmental, and ethical issues that the Haitian community faces.

The Environmental Regulations that are placed on Haiti have an influence on the forces of competition. The regulation helps to create a new thriving competitive environment. In Table Two the Porters five force model gives an overview of the forces and how they apply to each other. Strategic Alliances It is imperative that Strategic Alliance be formed with Wait's National Soccer Foundation, Haitian Business Investors and other Domestic Investor in order to gain as well as foster positive collaboration.

This collaboration will share vital information, assets, and technology as well as will be seen as a stronger business force or coalition unit that will pursue the Joint venture of establishing the Gambit Outreach Soccer Program building and stadium. The Strategic Alliance will also have the necessary bargaining power, negotiation power, leadership strategy and cost search because of its collaboration efforts and marketability strength. In essence, in order to evaluate Haiti business readiness to Gambits Outreach Soccer

Programs mission properly the environmental dimension must be taken into account.

Next, the data that has been collected from the Soot's Analysis and Porter Force Model will be a great way to gauge Gambit's possible entry into Wait's economy. Last, the competitive intensity will distinguish (1) the number of competitors in the market (2) the number of domestic and foreign competitors in the market (3) Market shares of the domestic company and (4) International Market shares competitors Monsoon). (Hawthorn, Suzanne, 2014). Global Entry Strategy addressing Wait's as a country, Wait's Sports Industry as well as Wait's business market.

There are great challenges that face Haiti population every day especially after the Earthquake of 2010. According to the website heritage. Org the chart below gives a breakdown of Wait's Rules of Law, Limited Government, Regulatory Efficiency, and Open Market. With the rules of law the Haiti justice system is plagued by corruption, underfeed, backlogged with cases and the legal code is not up to date. The Limited Government is spending is one third of Wait's economy. Haiti relies heavily on foreign investment especially after the 2010 Earthquake Total Tax burden for Haiti around 13%.

Regulatory Efficiency: is the political and economic instability of Haiti are another cause to the poor regulatory efficiency. Open a new business is very costly and time consuming (around 1000 days to open a business in Haiti). Most of Wait's population is unemployed (40. 6%) or apart of an informal economy. The state regulate utility services only 25% of the population Open Market is the Civil unrest / Government screening has been a major factor for

foreign investors. Private sector lack financial support because of Wait's underdeveloped financial system.

Most transactions are handled informally (without contracts). Haiti. (n. D). Economy, Population, GAP, Inflation, Business, Trade, FED, Corruption). It is very important for Gambit to have the four principle modes before entering into a foreign market. These four modes are exporting, licensing, strategic alliance, and wholly owned manufacturing subsidiary. Gambit will allow the Sports Outreach Soccer Program the rights to use the firm's proprietary technology and Gambits other resources and in return the Sports

Outreach Soccer Program will pay a fee for plus a royalty on revenues Monsoon, 1997). Franchising can also be an alternative for Gambit once it does get the Sports Outreach Soccer program completed and set up in Haiti Monsoon, 1997). Gambit will need strategic alliances. The strategic alliances will be a collaboration between different companies as well as competitors. The collaboration will be to exchange and share some valuable activities Monsoon, 1997). These activities Gambit can share are Joint R, shared manufacturing, and distribution alliances.

Strategic alliances an also form Joint ventures that involve capital investments and possibly a foreign partner Monsoon, 1997). Gambit will need this in the future. Entry barriers According to Johansson, culture is usually defined as the underlying value framework that guides an individual's behavior. Understanding culture in Haiti will require local middlemen and an comprehensive view of customs, customer behavior and

the customers ability to pay. Economic Growth is often hindered by informal business transactions that are usually handled at a local level.

Wait's poor political structure coupled with regulatory inefficiencies intensified with the earthquake of 2010. Alternatives Educating political officials of the benefits that a local facility will bring to the region will foster a partnership of support. Both Haiti and the Gambit Sports must evaluate the social impact of soccer and improving illiteracy to school age children. Partnering will increase the arena network, innovation, reduce cost and increase the range of customer.

Promotion must be implemented to strategically impact the target market. It is crucial to identify the best method of communications to maintain a mutual understanding among organizations and the public it serves. Gambit Outreach Sports Program has completed the planning work necessary to evaluate the prospective global marketing strategy and the marketing mix needed for entering Wait's foreign market. With the information that has been gathered Gambit can now concentrate its efforts aggressively or passively when marketing in Haiti.

Furthermore, Gambit will also be able to proactively understand the country and market, as well as address the barriers and alternative methods of entry into Haiti Sports marketing industry. Implementation and Standardization Strategies Paper Gambit is planning to launch its Outreach soccer program in Haiti. This launch in Haiti can change the way people look at the country as whole. This outreach program will help the people in Haiti as well as the

children. Gambit needs to develop implementations and standardization strategies in order to be successful.

This paper will discuss the implementation strategies to include factors influencing local and foreign buyer behavior, determining an implementation strategy for your product and organization, explaining the difficulties that might be encountered when trying to research and understand local buyer behavior, discuss which models of consumer behavior might be used to examine buyers in local markets and the importance of considering cultural elements to apply these models effectively.

This paper will also describe the difference between localization, adaptation, and standardization of a global product or service, discuss the key factors that drive a successful globalization of a new product into a foreign market, the pros and cons of standardization, the methods of integrating a global brand to both local and foreign markets, and the role of data analysis, local subsidiary input, and managerial judgment in developing a globally standardized product.

Factors influencing local and foreign buyer behavior With Gambit Sports Soccer Outreach Program trying to reach different buyers to help with the expansion in Haiti the organization will need to identify the factors that will influence local and foreign buyer behavior. These factors will be important to know in order to get local and foreign buyers to help with Gambit. These factors are important because there will be donations needed in order to send children thru the sports program. There are buyer characteristics that include personality, age, and marital status (Monsoon, 2009).



The buyer decision is how the buyer process information in order to make the purchasing decision. Most buyers are goal oriented and these buyers will need a reason to support Gambit. Gambit will be known for helping the youth in Haiti as well as the residents in Haiti. The local marketer finds it important to recognize that education about the core benefits might be necessary in order to create a demand for the product (Monsoon, 2009). The external factors that influence local and foreign behavior are culture, economics, technology, and politics (Monsoon, 2009).

These are factors that are a major influence. Depending on the buyers behavior the consumers may have cultural beliefs that will stop consumer from making a purchase. Economic and politics play a huge role because it makes the consumer think about making purchases in a company depending on the economy and the market. Difficulties with research and understand local buyer behavior. The major difficulty that can be encountered with trying it understand the local buyer would be Gambit not taking the time to get to know what the buyer is looking for as well as getting to know the local buyers.

Gambit will need to let the buyers know what they are offering as well as what the local market wants from the buyers as well as Gambit. Buyers will want to know what they are buying and if this information is not upfront that will make it difficult. Doing marketing research would help Gambit extremely. If Gambit does not do the market research it will lead to Gambit missing out on many opportunities. This is done to better understand what the local customer requires as well as what the local market is trying to achieve (Monsoon, 2009).

Implementation Strategy Gambit is looking to open in Haiti in order to help that country. The implementation treated would be to introduce the products and services line in Haiti to build brand equity, reinvent the soccer program in Haiti and to help the children in Haiti. The brand equity will allow Gambit to create brand awareness not only in Haiti but in other countries as well. This will allow Gambit to create brand loyalty and association with the customers. Standardization Gambit wants to have its outreach program to have a good product design and advertising strategies.

Gambit wants people everywhere to know who they are what the organization stands for. The global strategies will help feed the standardization trceries. Gambit will need to understand role of data analysis local subsidiary input and managerial Judgment in developing a globally standardized product Monsoon, 2009). Pros and Cons of Standardization The pros of standardization strategies are cost reduction, improved quality, enhanced customer preference, global customers, and global segmentation Monsoon, 2009).

They also ensure that a product is manufactured to an acceptable level of high quality. Another pro to standardization strategies are reduced training costs and time and more routine purchasing, handling, and inspection procedures. The cons of standardization strategies are that Gambit may be forced to develop product a certain way that might not be the best way. This will stop all options that could have been better than the standard. Other cons according to Johansson are can be off-target, lack of uniqueness, vulnerable trade to barriers and strong local competitors Monsoon, 2009).

Once these standards are approved and set as a rule or regulation it is impossible to amend the rules or regulation, and makes it difficult to address the demands of the global market. Another con is that special interest can influence politicized or unduly standards on rule or regulation that are made into laws create a situation where one company can monopolize the market and raise the prices up too high (Monsoon, 2009). Successful Globalization Gambit must also understand the key factors that drive a successful globalization of a new product into a foreign market.

The key factors to driving a new product to success for a Gambit in a new market are the following: new product superiority, technological synergy with company know-how, innovativeness of new product, company market orientation and marketing synergy with company know-how, innovativeness of new product, company market orientation and marketing synergy with company know-how (Monsoon, 2009). When Gambit incorporates these factors it could possibly be a success in the global market. Gambit is an organization that will need to make sure to use the implementation and strategies. Gambit will reach many people with the efforts to help out Haiti.

Gambit does need to make sure that they do the correct market research to make sure the company meets all the needs. Gambit will be good to do business in Haiti and to help the community. Global Segmentation, Positioning, Distribution and Pricing The Gambit Sport Soccer Program global mission is to reach the most vulnerable members of society and children through promoting Haiti national sport of soccer. Sports, soccer in particular will ignite the potential through power play for our children will also be the

foundation to bring the communities together for a common bond of rebuilding Haiti.

Strategies for global segmentation and positioning for Gambit's Sport Soccer program service in Haiti will evaluate and develop a marketing plan based on effectively position, target ND segment international market of Haiti by discussing the effect of two-stage process of marketing, the local markets reactions to Gambits entry, brand perception and product space, AEGON's four position strategies, and the elements of pricing in regards to the channel and distribution. This will help develop the pricing strategy by focusing on the price quality relationship and evaluate the life cycle role on service pricing in Haiti.

Lastly, the overview of effective pricing and service for Gambit's Sports Soccer Program will be looked upon as a competitive yet efficient brand in the Haitian Market. Strategies Positioning, Segmentation, and Targeting As the world becomes more globalizes, applying segmentation, positioning, and targeting strategies have become important issues. Segmentation is a process of identifying of segments of potential customers that share homogeneous attributes and likely to share the same buying patterns.

The affection of the Wait's beloved sport and a thirst for knowledge is a better way of life. Effective marketing methods include; cost efficiencies, which is a result from a reduced duplication of efforts, like transferable products and brands from other countries, global customers, and a lobar marketing infrastructure. Each targeted group must be measurable, accessible, actionable and competitive; allowing growth potential and a high

return on investment and make adjustments where needed. How Each Product is Positioned in the Global Marketplace.

The Gambit Soccer Sports Program has identified a niche market within the country of Haiti; unemployment is crippling the nation and education is virtually non-existent. Gambit will offer a highly regimented system of education and soccer. Incorporating the two will empower the youth with the foundations of education, sportsmanship, adhering skills and self-esteem. This service will be specifically tailored to grow the global marketplace in the country of Haiti. Business Objectives include: To provide teaching support and a curriculum that prepares the participants to excel academically and physically.

Conduct research to identify best practices and other research that is directly related to efficiency and sustainability. Strengthen the infrastructure of Haiti. Participate and contribute to stakeholder discussions to identify opportunities for growth; stakeholders include government officials, parents, business organizations ND the sports community. Two-Stage Process The two-stage process followed during research by Gambit global marketing team will focus on the segmentation process as well as entail the study of concentration strategy and mutual-segmented strategy to reach the Haitian international market.

This strategy will allow Gambit to clarify the needs and wants of Haiti as well as use the information to focus marketing efforts on this segmented target. However, Gambit could also decide to develop its multi-segmented strategy for Haiti. The pros to this marketing strategy are that it can increase market

shares for both market. But the disadvantage to this marketing strategy is the high cost for the marketing. (Developing a Market Segmentation, n. D. ).

**Various Types of Criteria** There are several different types of criteria for macro-segmentation and micro- segmentation.

**Macro-segmentation** groups countries that are identical with general characteristics and might be responsive to standardized and coordinated marketing strategy. The variables that are used in macro-segmentation are socio-demographic data on population size and character, disposable income levels, educational background and primary language (Monsoon, 2009).

**Micro-segmentation** is when the market research is used to collect data on potential customers in each of the countries that belong to the selected cluster or clusters.

The data that is collected is has different product usage patterns, different benefits desired, price sensitivity, media usage, shopping behavior, socio-demographics, income, and other variables (Monsoon, 2009). **How the Local Market Might React to the Entry of a Global Brand** Global product positioning involves predicting local reactions to the introduction of a standardized product with a global brand. The local market has to choose key consisting in order to get the reaction of the local market.

The product attributes and benefits customers look for are similar. Uniform positioning is feasible, desirable and means that products, brand names, marketing communications, and distribution channels are similar across countries to provide demand spillovers and cost efficiencies (Monsoon, 2009).

Product positioning is important in the mature stages. Positioning is not

possible at an early stage. With the introductory stage customers have not yet learned enough about the product to understand the attributes and form preferences.

The first marketer has the chance to educate potential customers and create an advantage as the original innovator (Monsoon, 2009). Product Space Defines a Product's or Brand's Position When Gambit is involved it is the customers of Haiti who will determine if the brand position. Gambit will want to be in the position to have the brand known that the brand is to help all children and residents. Gambit will portray the customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer's views and opinions.

Creating a brand offer in such a manner occupies a distinctive place and value in the target customer's mind (Management Study Guide, 2013). AEGON's four basic positioning strategies There are four basic positioning strategies for Keenan that Gambit will use. The first strategy is product communication. This is extending the product line that Gambit will use and advertising appeals to the countries entered. This strategy involves lower expenditures but does not work in mutual-domestic markets. The second strategy is product extension communications adaptations.

This will involve repositioning of the global product. The third strategy is product adoption immunization extension it can work well when the product usage changes but the message will remain the same. Gambit will need a slogan that will be the same no matter what. The fourth and final strategy is dual adaptation. This will involve product localization and communications

adaptations Monsoon, 2009). Elements chosen for pricing and the channels Pricing is an important strategic part of the marketing mix because of how it relates to the product positioning.

Furthermore, when looking at pricing effects within the marketing mix these elements also need to be looked at product features, Handel decisions, and promotion. Gambit Sport's Soccer Program will develop a market strategy that defines the marketing mix This will serve as a starting framework for developing interrelated pricing and distribution channels model for Gambit. Gambit understands that the final price might be quite different from the intended positioning and as a result Gambit's global pricing strategy has to take into account how Haitian customers evaluate high and low prices Monsoon, 2009).

Product Life Cycle Plays a Role in Product Pricing Pricing in global markets, specifically Haiti, may prove difficult, these considerations just include; the life cycle of the Gambit service and its popularity among the Haitian community. During the introductory stage, Gambit must create market awareness and build a market " brand" increasing preference and market share. Proactive adjustments will be made expeditiously when market starts to decline. It is the opinion of Team D that " system selling" will be the best option for the Gambit Organization.

Offering a complete package increases the attractiveness of the Gambit education-sports program for the children of Haiti and increasing the value of education by bundling it with sports. This system will include: Gambit is introducing a lifestyle to culture that has been riddled with poverty, famine



and tyranny. Role of Key Marketing Components and Product Life Cycle

Gambit's high quality niche service will employ mix marketing techniques that identify the benefits of a healthy economy, education and the perks of a winning soccer organization.

This will be the only program of its sort, there currently no competition; however poverty and governmental red tape may impede the full participation of the targeted public. Price quality relationships will vary in strength based on country of origin, trade barriers. Gambit will Justify the high price with exults. According to Johansson, the organization entering the market early in the growth stage can maintain a high skimming price and charge a relatively high " skimming price" and charge what the market will bear. However, because of the economic downturn, several payment options will be offered to the citizens of Haiti Monsoon, 2009).

The Gambit Soccer Sports Program Pricing Policy. There are three pricing policies classifications for global enterprises; Polytechnic organizations, leaves a wide margin of the pricing up to local management. Pricing are then set separately in each region based on local markets. Geocentric Pricing, utilizes a global standard base price plus a mark-up and ethnocentric pricing which charges the same price to every customer or a standard price to every customer regardless of location. The Gambit Soccer Sports Program have chosen the geocentric pricing model which is a cost-plus plan.

The mark-up adjusts based on supply and demand, and because Gambit is without competition profits can be bountiful. Distribution as a competitive advantage There is a lot or importance in the distribution channels. It is

important for marketers to make a careful assessment of their channel alternatives. It is very important to analyze the distribution channels used by competitors. The analysis can reveal that using the same channels could possibly provide the best option, or it can show that choosing an alternative channel structure would give Gambit a competitive advantage (Reference for business, 2014).

Channels of Distribution for the Foreign Industry or Market Unique distribution networks and channel choices are present in each industry and country. Thus trying to penetrate a new market may be difficult. It is Gambit's goal to build an efficient and effective channel that will distinguish them from the competition. Upon entry to the global market Gambit researched the four distribution channels of direct selling and selling through intermediaries, dual distribution and reversal channels in order to get a proactive set up a marketing approach and strategy for Haiti.

Gambit also looks at advertising and other marketing concepts that would appeal to Haitian culture. The distribution channels that were researched by Gambit will allow for global expansion of network and it supports the company mission of reaching the most vulnerable members of the Haitian society the children. The global expansion will also be igniting children's potential through play Gambit can also help unite a community through the educational assistance programs and nutrition programs.

Furthermore, it will allow Gambit to learn from experience in regards to the variety of regulations to the economics, culture, and lifestyle among the Haitian consumer (Monsoon, 2009). Distribution Breakdown Direct selling -

selling and marketing to the consumer away from the fixed retail location  
Intermediary trading (third party) that offers a service between two trading parties  
Dual Distribution - simultaneously channel marketing arrangements that the manufacturer or wholesales use  
Reverse Channel - distribution that occurs from intermediary to consumer to beneficiary (Types of Marketing Channels n. . ).  
Factors affecting choice of channels: Before Gambit Sports Soccer Program decided on the distribution or middleman for the Haitian market we first had to understand the characteristics of the Haitian conventional marketplace and establish a system for our foreign market presence. The following questions were asked prior to selecting a process: A. Who is the specific market in Haiti that we are targeting? B. What are Gambit's goals (profit margin, market share and volume) C. What are Gambit's the financial obligations and organizational commitments for our development of the global distribution?

D. How can Gambit secure control the overall channel as well as position itself to decrease factors that may affect opportunities of sales in Haiti?  
(Global Marketing Today, n. D. )  
Conclusion Gambit's global mission is to reach the most vulnerable members of society and children through promoting Haiti national sport of soccer. Using soccer to bring the communities together for a common bond of rebuilding Haiti. Through an innovative approach will define the marketing approach, effectively position, target racing in Haiti.