

# Global strategy

Business



If I am the marketing manager and this is a for profit firm, I will take different factors into consideration when selling this product in Africa, India, and Latin America. When targeting these markets, factors such as location, language, culture, distribution strategy, media availability and global advertising need to be seriously taken into consideration. According to Kotler & Armstrong (218), people living in a particular location share a number of social factors in common and these include culture as well language among others. In order to successfully sell this product in different markets, it is imperative to understand the cultural factors that shape the behaviour of people so that they can develop a positive interest towards the new product.

It is also essential to understand the distribution network in different countries. In this case, the manager will need to identify the distribution channels such as road network as well as location of the warehouses and the stores where the product will be sold. In this case, the new product will be sold in different retail stores especially those that specialize in selling sporting equipment. In different places, I would also establish the most common form of media used and use it for advertising. The internet will also be used to sell the product since it is very popular medium used by many people during the contemporary period. However, in developing countries such as Africa, I will target people using different forms of media for advertising such as television, print as well as the internet.

#### Works cited

Kotler Phillip & Armstrong Garry. Principles of marketing. Prentice Hall: CT, 2010. Print.