

International marketing case study assignment

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Consumer within Turkey had less purchasing power when the economic was bad. Besides that, Turkey's currency had drop, products and services become expensive even for imported goods. Arcadia with its durable and reasonable price white goods successfully retain the market share. In the other point of view, Arcadia also achieve competitive advantage over other's brand because they developed a very comprehensive product range from the most expensive, full feature product to the least expensive product.

It was a strategy to meet all levels of customer needs and wants. At the same time, Arcadia do not face in stiff competition in white goods industry. They had weak competitor which is Peg Profile which acquired by Busch-Siemens from German and Merlin. This two company failed to threatened Arcadia leader position in Turkey. Last, Arcadia have a complete and intensive retails network within Turkey. They sold their white goods under exclusive outlets which only sell Arcadia product.

They also eave special dealers to provide good after service to service the customer who encounter problem after purchasing Recall products.

Conclusion: Recall can success because of several reason mention above.

Bibliographic: Wakefield [www. Recall. Com](http://www.Recall.Com) www. Nonvoter.

Com/about/archdiocese_gas International Marketing Case study: Hooding - Arcadia with White Goods By loveliest Question: Why has Arcadia succeeded in Turkey Arcadia had succeeded in Turkey because of several factors: Koch First is government protection of the white goods industry within Turkey.

Government had restricted import goods from others Europe country by imposed tariff over it. Recently, Turkey was intend to Join EX. membership,

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Turkey had agreed on phased tariff reductions program to remove tariff over imported goods from In the meantime, Turkey economic was volatile. Facing recession in year 1994 and encounter problem after purchasing Arcadia products. Conclusion: Arcadia can success because of several reason mention above. Bibliographies: wisped www. Arcadia. Com