

Group project: marketing a us product to a foreign market

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



Marketing a US Product to Foreign Market; Guardian Care Overview of the Market Situation According to research, there is a relatively high number of folks aged over 65 years old in China. The current situation in the market depicts that the Nursing Homes in place are too few to meet this need.

Guardian Care hopes to pounce on this opportunity and meet the demand in the country by offering the best nursing care services to meet the needs of customers in China (Chang 45).

International Marketing Strategy

China is a country highly associated with its rich culture which therefore iterates that our strategy should be focused on making the Chinese not see us as mere foreigners but as part of their family.

Strategic Marketing Objective

The main objective of the selected marketing strategy is meeting the different needs of each consumer. This comes with the realization that not every consumer is bound to have the same needs hence offering a variety of services and products to meet all these needs. This will ensure the company's survival in the new market and earn it some competitive advantage.

Market Entry Mode

The most viable market entry mode for Guardian Care Nursing home is foreign direct investment, by setting up its own facility in the new market.

Price

The charges for the consumers are dependent on their insurance coverage.

Distribution

Most people who seek nursing home services are majorly the rich hence the

facilities will be located in the wealthier cities. In addition, the environment selected has to be environmentally friendly.

Communication

Communication efforts are mainly focused on those looking to commit their loved ones into nursing care facilities and those who are aging and looking for assistance.

Marketing Strategy

Guardian Care focuses on meeting customer needs depending on what the customer particularly requires. This implies that the services offered by the home care can either be hands on or hands off depending on the preference of the customer.

Target Market

The main target consumers for Guardian Care Nursing Home are the old, mainly people aged around 65 years, and their family members faced with the decision about whether or not to commit their family members into the Nursing Home (Chang 46).

Work Cited

Chang, Gordon G. " Should We Put Granny In A Nursing Home . . . In China?"
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