

Example of south africa and sony case study

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



Executive summary

Market entry strategies make important strategies for an organization to expand to new markets and increase. There is a need to undertake important analysis of the new market that an organization is interested in entering and understand the way that market operates. Often, marketers make use of various marketing tools to analyze a market so that they get all the details they require to enter that market. South Africa is a country with diverse cultures and market structure. From the analysis undertaken, it is clear that there are well established competitors. This calls for proper analysis of the markets and the strategies of these competitors. From the research, it is evident that culture plays an important part in this country. There are many languages that are spoken in the country. This requires that Sony learn and understand the different languages for communication purposes. The culture is typical of a conservative society where some African traditions are highly valued. This is an important fact so as to use to make good rapport with the population. From the research, it is clear that South Africa is a country where most of the population is below the poverty line. This is an important aspect for price consideration and pricing strategies to be devised. With the different wages in urban areas from those in the rural areas, it requires that market segmentation be considered while undertaking pricing for the country. The research made use of case study research design. The case study was South Africa as a country that Sony wanted to expand to. From the study, it is now clear how to enter into the market.