

# Marketing norway

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



ARIO Wristband in Norway ARIO is a fashion accessories brand, which has recently decided to launch its wristband collection in the market of Norway. For this reason, the current research paper would entail the political conditions of Norway, which have a direct impact on the performance of the businesses in a country. Additionally, the research paper would also entail information pertaining to the potential target markets, which can be tapped by ARIO to launch its wristband collection in the market.

### Political Environment

Norway is a Scandinavian country where the democratic system of government prevails. In Norway, the political system is structured in such a manner that it respects the freedom of expression of its citizens and the right of each citizen to enjoy civil liberty and human rights. Judicial, legislative, and executive setups of the country work in their own jurisdictions so that the authority of these three core elements of the state does not collide at any point in time. Norway's government is considered as an important contributor towards global politics, and its suggestion and recommendations are a part of international charters pertaining to peace, consumer rights, civil laws, criminal enquiries and etc. (Ebsco, 2009). Norway is also an important ally of NATO and the reputation of the country in international peacekeeping missions is inevitable. Keeping the reputation of Norwegian government in the international and national politics, it can be asserted that the government structure of the country is reliable and not considered as being an economy friendly setup which does not impose unnecessary legislation on the restriction of business activities in the country (Ebsco, 2011).

## Potential Target Markets

A potential market for ARIO in Norway would be could be those areas, which have a high concentration of youth population and tourists. Basically, main shopping areas or centers in the main cities of Norway can be considered as its targeted areas. In these areas, higher population of youth would mean that ARIO's outlet should be located near a university, college, dorm or a hostel. Moreover, theme parks and tourist destinations also receive a large number of youth tourists and travellers. Keeping this in view, the major cities of Norway where universities and other educational institutions are located are suitable for the company. These cities include Alesund, Bergen, Drammen, Oslo, Alta, Hamar, Levangar and Trondheim (DataMonitor, 2011). Oslo is the capital of Norway and the biggest tourist destination in the country. In addition, a majority of Norwegian universities receive a large number of national and international students from different cultural and social backgrounds. Additionally, a majority of travellers and tourists from all over the world consider Oslo as their first destination in the country. Oslo also has the largest number of shopping malls in the country, which receives millions of shoppers every year.

Keeping in view this attractiveness of Oslo, ARIO is advised to open up its first retailing outlet in one of the leading shopping malls in the city. By placing its products in the shopping malls of Oslo, ARIO would be able to attract the young consumers of the city, i. e. students and young tourists from within the country and internationally.

## Works Cited

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