

International marketing

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



International Marketing al Affiliation) Question The skills and abilities that an organization would need to develop in order to compete in the global marketplace

The current global market is competitive, hence requires a strategic and consistent approach in handling the competition. The global market needs accurate articulation of foreign markets, with effective and efficient management of a company's resources to satisfy the needs of the diverse cultural backgrounds. Therefore, the skills that a company requires to operate effectively in the international market should relate to effective planning, accurate conception and timely execution of the production, promotion, distribution and pricing of the company's products in foreign markets.

The success of companies in the highly competitive global market depends on the ability to connect and communicate across various markets. With this requirement, the company needs to acquire relevant linguistic skills, which will enable them to market the products in foreign markets (Hutson, Sinkovics & Berrill, 2011). In addition to the linguistic capability, the companies need to acquire skills on technological advancements that are applicable across the target foreign markets. In this way, the professionals are able to strategize on the suitable technological application that they use for presenting their ideas and products in foreign markets.

Consequently, the company needs to employ factory managers with the ability to assess, understand and design processes and systems that support automated manufacturing. With this technique, a company increases the

efficiency and quality of its production lines. Besides, with automated manufacturing, the company produces homogenous products that enable the equality of consumers across borders. On the other hand, entrepreneurship is a skill that each company requires to survive in the global world. This involves the skill to design newer strategies, with the ability to take opportunities that arise in the market. It also allows the business to grow extensively.

Question 2: How cultural differences affect business communications

Communication problems arise whenever a company diversifies its operation from the original founding location. With the expanding business world, the workforce in many companies is intellectually vast, spanning a variety of cultural backgrounds as well as wide geographical locations. This addresses the need for effective communication skills amongst the employees and employers, in order to attain the common objective of a firm (Hutson, Sinkovics & Berrill, 2011).

It is important for people to learn the basic cultural diversity that hinders effective communication. This problem occurs in most companies, which do not understand the connection behind diverse cultures. Effective communicators often seek to learn the importance of diverse cultures, and embrace the differences that come with it. In addition to this, communicators often advocate for teamwork, to enable the diverse people to interact towards a common goal. In this way, each person in the workplace learns how to respect the zonal and cultural differences.

In addition to diversity, the use of complicated language makes it difficult to communicate within an organizational setting. Good communicators often

strive to keep their communication as simple as possible, while maintaining tolerance on the minority who do not understand the topics of discussion. Moreover, they encourage questions from individuals who need help in case of communication misunderstandings. Good communicators play a critical role in boosting company relations. Besides, they encourage innovation through fostering tolerance and embracing the diverse nature of the current business world. Each company requires the skills of good communicators to enhance interdepartmental efficiency, and improve the overall company performance (Hutson, Sinkovics & Berrill, 2011).

References

Hutson, E., Sinkovics, R., & Berrill, J. (2011). Firm-level internationalization, regionalism and globalization. Basingstoke: Palgrave Macmillan.