

Global marketing project

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



Global Marketing Project Before Crest enters a foreign nation the organization will first need to identify whether the foreign market has a taste for the toothpaste being sold by Crest. They might even want to know what the consumers are demanding in context of toothpaste and whether their demand is being satisfied by existing products or not (Terpstra 6-3). Next they would want to identify whether the company has the internal ability and strength to meet the demand of the consumers of the market they are going to pursue. They would even want to know about the political environment of the nation and the rules and regulations that govern the nation, including rules and regulations concerning employment. They would even want to know about the number of buyers and suppliers of toothpaste in the market and whether suppliers are price takers or price makers.

2. Information regarding the political environment of the foreign nation, the rules and regulations pertaining to employment laws and laws concerning foreign organizations opening their business in a particular nation can be obtained through secondary data. Secondary data obtained through research organizations such as Gallup can even help the company in identifying the size of the customers, the size of buyers and suppliers and the existing competition in the market. Primary data will even be required to identify the organization's internal strengths and weaknesses. Primary data will be collected in order to identify the current demands of the customers that have not yet been satisfied by other companies and the taste of the customers (Terpstra 6-21).

Works Cited

Terpstra, Vern, Ravi Sarathy, and James Foley. International Marketing.
[Naperville, Ill.]: Naper Publishing Group, 2012. Print.