

# Australian economy positive growth

[Literature](#), [Russian Literature](#)



Australian government reforms introduced at various points in time has been also contributed to the economic development of this country. In addition sectors such as the Mining, sector have played a major role in ensuring a good economic growth in Australia. Australia's GDP growth in Australia's gross domestic product rose by 2.6 percent in 2008. Export and the banking industries have also greatly contributed to the impressive economic growth. This paper, therefore, aims to make an analysis of the economic and cultural situation in Australia and examine the various factors that have contributed to the positive growth in Australia.

#### Introduction part 2

As already seen in paper one Australia is one of the world's biggest markets and therefore entering Australia for investment requires a lot of hard work. Before a company ventures into business in Australia, it must first of all come up with clear and logical marketing objectives and strategies that will enable the company to successfully venture into the Australian market. As discussed in paper one new companies that want to enter into the Australian markets are likely to face a number of challenges that include competition from other companies producing similar products and the challenge of familiarizing their company to Australians and ensure that Australians are made aware of the company and its product before it is officially launched. In addition, it should also be able to come up with strategies that it can employ to gain control of the product through exports and distribution. New companies must, therefore, analyze their marketing objectives and strategies and ensure that measures taken will enable them to successfully enter Australia as well as continue to remain in the Australian market. This

paper will, therefore, explore the various strategies that the company will employ when venturing into business and come up with mechanisms it intends to use to overcome the possible challenges it is likely to face in order to successfully enter the Australian market. Come up with specific goals and objectives that the company will use especially in the marketing, exporting and distribution of the company products.