

KEY DIFFERENCES OF INTERNATIONAL AND DOMESTIC MARKETING

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Nowadays, global business environment deals with business activities all over the world, in different countries. International market differs from the domestic in many different ways, many factors need to be taken into consideration. In the epoch of globalization, the amount of companies that going global increase from year to year. So, problem of entering the new foreign market is very urgent.

The international market evaluation process does not concern only the factors residing in the respective market environments. Instead, each firm establishing such an evaluation process should begin from an evaluation of the internal firm environment by analyzing the firm's objectives and its inventory of available or accessible resources that will constitute the basis for suitable opportunity exploitation in international markets. In order to develop an appreciation for the opportunities existing in world markets, it is essential to develop a method that would allow for an accurate non-misleading assessment of the existing potential in these markets.

Some of the most typical elements of any of the targeted national environments that should be reviewed in such an evaluation process concern the following:

- Market characteristics such as the technology the stage of product life cycle, buyer behavior characteristics, variety of goods etc.
- Marketing institutions, namely distribution systems, communications media, marketing services
- Industry conditions, competitive size, and practices of technical development
- Legal environment (laws, regulations, codes, tariffs, taxes, etc.)
- Resources, labor force (availability, skill, potential, cost), finance (availability, cost)
- Financial environment
- Political environment
- Social environment, ethnographic density.

While analyzing the elements of each country's national environment a marketer should be looking for distinctions according to unique characteristics influences so that he/she is able to form groups with differentiated attitudes; on the other hand, a marketer should look for similar characteristics influences so as to segment markets according to essential characteristics and to avoid unnecessary or costly separations.