

When Mars launched Ice cream "Mars" in 1989, it was competing with two established national suppliers. These were Birds Eye Walls (BEW) and J. Lyons (Lyons). BEW was at that time the clear market leader accounting for about 50 % of sales of impulse ice cream. Lyons Maid accounted for about 39%, but this figure had been falling from a position of almost equal parity with BEW 10 years earlier. Mars was entering a market dominated by two seemingly well- entrenched companies. But Mars believed it could apply its expertise as a manufacturer of impulse confectionery products by extending these brands into ice cream products. It quickly found the grocery sector supportive of its new product, made with real chocolate and dairy ice cream, but found penetration of the impulse market much more difficult. Here, it encountered the problem that retailers were precluded from stocking Ice Cream "Mars" in the freezers supplied by BEW or Lyons. Mars clearly felt frustrated by the difficulties it encountered in the early 1990s.

Mars was prepared to offer strong marketing support for its new product and to present a genuine national challenge to its two established rivals. In 1989 Mars was the supplier of four of the confectionery industry's top five best-selling brands.

Mars launched its new brand at a premium price of 60 p – a price significantly above that of most other impulse products. Thus Mars didn't just compete on price with the two established national firms of BEW and Lyons. Mars was, in effect, challenging then accepted views of its rivals that consumers would not pay for premium product price to reflect higher-quality ingredients.

I paid your attention at new entry with reference to some UK industries. I tried to question the assumptions that new entry is by new firms who only enter expanding markets, and that new entrants compete on price so as to eliminate excess profits. I consider that entry should be seen in a broader light. Entry can be by established firms and made into a declining industry. To sum it up I'd like to say that the new entrant may well introduce a new product and stimulate competition in product variety rather than price. In this way, a market can be expanded through successful marketing activity which goes much wider than the relevance of price.

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## **LES SERVICES PUBLICS FAVORISANT L'ACCES DES ENTREPRISES FRANÇAISES AUX MARCHES ETRANGERS**

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Les entreprises françaises désireuses d'aborder pour la première fois les marchés étrangers, ou d'y développer leur présence, disposent d'une gamme étendue d'appuis, parmi lesquels les services publics jouent un rôle important sans toutefois être exclusif.

La Direction des relations économiques extérieures (DREE)

Outre sa vocation à définir la politique commerciale au sein du ministère de l'Economie, des Finances et de l'Industrie, la DREE est investie de trois missions dans les domaines de l'information, de la promotion des exportations et de l'accompagnement des entreprises. Ils fournissent en particulier une évaluation du marché dont ils ont la responsabilité, notamment en ce qui concerne sa taille, son environnement économique.

#### Le Centre français du commerce extérieur (CFCE)

Rattaché à la DREE, le CFCE centralise toutes les informations susceptibles de favoriser le développement international des entreprises. Il publie divers bulletins d'information sectorielle et offre plusieurs services d'information en ligne dont l'un, axé sur les informations les plus directement utilisables par les entreprises (appels d'offres, opportunités d'affaires) est accessible, en France, par Minitel.

#### Le CFME-ACTIM

Le CFME-ACTIM (agence pour la promotion internationale des technologies et des entreprises françaises) a pour vocation de favoriser le développement international des entreprises françaises par des actions de promotion incluant, entre autres, des actions de coopération technique, industrielle et commerciale et la participation à des foires et manifestations internationales et nationales à l'étranger.

#### Les Chambres de commerce et d'industrie (CCI)

Les CCI diffusent des informations économiques, commerciales, administratives et financières relatives aux marchés étrangers. Les CCI fournissent des conseils et aides techniques pour l'approche des marchés étrangers, sous forme de plans export, de sélection et d'analyse des marchés, d'évaluation des produits et d'appréciation de la concurrence.

#### Le Conseil national du patronat français (CNPFF)

Le CNPFF International favorise les contacts à haut niveau entre les responsables du secteur public et les hommes d'affaires, évalue le potentiel des divers marchés pour les producteurs français et identifie leurs partenaires éventuels.

#### Les conseillers du commerce extérieur de la France

Ces personnalités favorisent le développement des exportations françaises par leurs avis au sein de leur entreprise, de leur profession, de leur région ou de leur pays de résidence.

#### SOPEXA

Cette société anonyme créée sous l'égide du ministère de l'Agriculture est chargée de promouvoir les produits agricoles français tant sur le marché intérieur que dans le reste du monde.

#### La Banque française du commerce extérieur (BFCE)

Cette banque apporte financements et services aux entreprises engagées dans la compétition internationale. Pour son propre compte, elle exerce des activités concernant les entreprises moyennes et grandes.

L'assistance, que les entreprises françaises peuvent obtenir des services publiques, est suffisant pour aborder les marchés étrangers et pour assurer leur développement stable.

## ESSENCE AND BASIC TASKS SOLVED IN THE INTERNATIONAL MARKETING. KINDS OF DECISIONS

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Marketing is a kind of human activity directed on meeting needs and requirements by means of an exchange.

The international marketing is a logic of the enterprise thinking considering all world markets as a sphere of marketing activity and a source of reception of the profit on a systematized scheduled basis.

Essence of the international marketing is consideration the whole world as a potential market, analysis and satisfaction of its needs and requirements.

The main features of the international marketing are:

1. The large risk, as the large efforts are necessary to the international marketing to define a method of work in the market.
2. Higher requirements to competitiveness of the goods.
3. Many difficulties in studying of the market.
4. Higher competition of market and necessity of the account of the international business management.
5. The international marketing enables to define target positions of firm in management of business activity of firm in the world market.

Attributes of export operation are:

A. Crossing by the goods of border.

B. Payment in foreign currency

The basic concepts are:

The traditional export is to sale abroad for transfer to the property. This sale is carried out without the further support (exporter bears responsibility only up to the moment of delivery).

Export marketing: the exporter regularly processes the foreign market, adapts the goods for it, supervises all ways of the goods from the supplier to the consumer

The international marketing: the exporter deeply and constantly investigates the foreign market, uses all tools of marketing and various forms of foreign economic relations. The international management assumes marketing activity abroad, which covers not only selling, but also all spheres of activity of the enterprise, finance, staff and etc. It frequently takes place in frameworks TNC.

Tasks of the international marketing: