

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

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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:

The tasks of the international marketing can be formulated as the answer to the following questions:

1. To leave whether or not on the foreign market? (This question is decided at definition of the purposes of an output and threats).
2. On what market to leave? (It is defined with what goods to leave - with old or with new).
3. How to leave on the market and how to find the consumer? (Is it independent or with the partner; as the exporter or importer; independently or with the intermediary; to deliver ready production or semifinished items).
4. What program of marketing is necessary for developing to reach (achieve) the purposes?
5. What economic, scientific and technical results can be received, participating in the international division of labour?
6. How to organize at the enterprise process of development and realization of the program of the international marketing?

Sequence of the decisions accepted in the international marketing.

1. The analysis of environment of the international marketing.
2. Definition of the purposes of an output on the international market.
3. The analysis and definition of the market of an output.
4. Definition of a way of an output on the external market.
5. Acceptance of the decision about a complex of marketing.
6. A choice of structure of organization of works on marketing (service of marketing).

Motives of an output on the external market:

1. The aspiration is better for using available capacities.
 2. Aspiration to get popularity of the exporter in the country.
 3. Expectation of deterioration of an economic condition of the country.
 4. An opportunity to improve a financial position at the expense of export for modernization of manufacture.
 5. An opportunity of reception of foreign currency.
 6. Aspiration to ensure advantage before the competitors in the country.
 7. To ensure higher profitability of a revolution in the foreign markets.
 8. Aspiration to receive valuable "know-how".
 9. Desire to work in conditions of lower competition abroad, than in the country.
- (The motives are located in the orders of reduction of the importance for the small enterprises).