International Marketing Strategy in Emerging-Market Exporting Firms.

Authors: Samiee, SaeedChirapanda, Suthawan

 (Review)

[Name of the Writer]

[Name of the Institution]

**Introduction**

Emerging market firms rely mainly on themes of export as their central international marketing strategy rising from their developing market status to a developed one. The efficacy and success of certain markets are directly proportional to the levels of understanding of international marketing strategy, the limit to resources and a clear understanding of related information involved for a suitable international market strategy. The authors of the paper undertake the international market strategy for exporters in Thailand and the influence of their strategy on the market. The authors reflect upon the difference in environment andmarket processes that condition the Thai exporters. They further comprehend how the adoption of local marketing strategies by the Thai exporters into their international marketing strategy plan has made them successfully launch in local markets abroad. Exporting firms from emerging markets that match the marketing strategy abroad hence provide a suggestive successful ratio with superior performance with a three-dimensional structure of sales, finances and consumer outcome. The co-alignment between the international market strategy and environment bring positive results for the economy. The findings provide a shred of extensive empirical evidence that Thai exporters concurrently emerged successful by acknowledging gaps between their marketing strategy and the local markets abroad.

**Discussion**

I think although adapting to the environments may be one of the successful features of the emerging firm'sinternational market strategy, however, sometimes the host countries markets/governments hinder the smooth process of incorporating local market process into a firms marketing strategy. Exporting firms from emerging markets usually belong to small income markets; therefore, they cannot always cater to the needs of a targeted market just by adapting to their local environments (Hoskisson, 2000). This might become a point of contention between the exporting firms and receiving markets (Street, 2006). Moreover, policies by home governments to access foreign markets regarding resources, training, and information encourage prosperous economic activity. The degree of regulation and implementation of organizational culture can be vividly hindered by exporting firms and the intermediaries involved hence making it difficult to manage for them. In a broader perspective, the international marketing strategy shall be neutral of political and socio-economic themes.Some of these issues, hint at how emerging markets undertake international marketing strategy. It may be very different from what is perceived and known about developed markets, to gain a better understanding of market strategies through export, we should also comprehend how to deal with pre-existing issues in a potential market such like monopolies, consumers response to the commodity and resources involved.Despite the author's high focus on the local environment of the market, there are still other external factors which affect local markets have not been explored or yet identified as to what makes an international market strategy successful. Moreover managerial, political, economic and consumer factors also limit an international marketing strategy’s adaption in specific settings. However, it concludes that though it is possible but rapid transitions are difficult to keep up with especially by the emerging firms.

**Conclusion**

Marketing strategies are perpetually coaligned with market orientation due to the presence of marketing assets in the market orientation. The market orientation is inclusive of consumers, product design, consumer demands, sales value and strategic marketing along with the competitive advantage. Market orientation defines the ideals of marketing design and execution for an effective marketing strategy. The local market orientations aids in developing a constructive and successful international market strategy. The strategic interface of the firm upholds the market orientation and the required resources to be involved in achieving fruitful gains against to achieve competitive advantage. Market orientation helps to attune the market strategy with the environment of the market.

# References

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