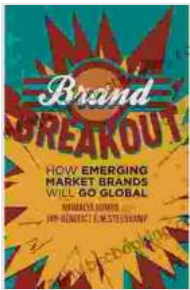


How Emerging Market Brands Will Go Global: A Guide for Success

Emerging market brands are poised to take the world by storm. With their unique insights into the needs of consumers in developing countries, these brands have the potential to become global powerhouses. But how can they make the leap from local success to global dominance?



Brand Breakout: How Emerging Market Brands Will Go Global by Nirmalya Kumar

★★★★☆ 4.3 out of 5

Language : English
File size : 3201 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages



This book provides a roadmap for emerging market brands that want to go global. It covers everything from market research to product development to marketing and distribution. With case studies of successful emerging market brands, this book is an essential resource for any company that wants to tap into the vast potential of the global marketplace.

Market Research

The first step to going global is to understand the needs of consumers in your target markets. This means conducting thorough market research to

identify the key trends and opportunities in each market. You need to understand the local culture, the competitive landscape, and the regulatory environment.

There are a number of different ways to conduct market research. You can use quantitative methods, such as surveys and focus groups, to collect data from a large number of consumers. You can also use qualitative methods, such as interviews and observations, to gain a deeper understanding of consumer behavior. The key is to use a mix of methods to get a well-rounded view of the market.

Product Development

Once you have a good understanding of your target markets, you need to develop products that meet their needs. This means adapting your existing products to the local market or developing new products specifically for the market. You need to consider the local culture, the competitive landscape, and the regulatory environment when developing your products.

It is important to remember that emerging market consumers are often price-sensitive. They are looking for products that are affordable and offer good value for money. You need to make sure that your products are priced competitively and that they offer the features and benefits that consumers are looking for.

Marketing

Once you have developed your products, you need to market them effectively to your target consumers. This means developing a marketing strategy that resonates with the local culture and that reaches your target consumers through the right channels. You need to consider the local

media landscape, the competitive landscape, and the regulatory environment when developing your marketing strategy.

There are a number of different marketing channels that you can use to reach your target consumers. You can use traditional channels, such as television, radio, and print advertising. You can also use digital channels, such as social media, search engine marketing, and email marketing. The key is to use a mix of channels to reach your target consumers in the most effective way.

Distribution

Once you have developed your products and marketing strategy, you need to distribute your products to your target consumers. This means setting up a distribution network that can reach your target consumers in a cost-effective and efficient manner. You need to consider the local infrastructure, the competitive landscape, and the regulatory environment when setting up your distribution network.

There are a number of different distribution channels that you can use to reach your target consumers. You can use traditional channels, such as wholesalers and retailers. You can also use digital channels, such as e-commerce platforms. The key is to use a mix of channels to reach your target consumers in the most effective way.

Case Studies

This book includes case studies of successful emerging market brands that have gone global. These case studies provide valuable insights into the challenges and opportunities that emerging market brands face when going

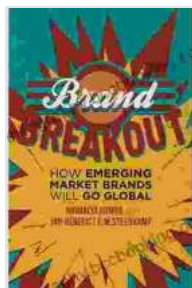
global. They also provide best practices that you can use to increase your chances of success.

The case studies in this book include:

- Haier (China)
- TCL (China)
- Huawei (China)
- Lenovo (China)
- Samsung (South Korea)
- LG (South Korea)
- Tata (India)
- Infosys (India)
- Wipro (India)
- Embraer (Brazil)
- Vale (Brazil)

Emerging market brands have the potential to become global powerhouses. But to do so, they need to understand the needs of consumers in their target markets, develop products that meet those needs, market their products effectively, and distribute their products efficiently. This book provides a roadmap for emerging market brands that want to go global. It covers everything from market research to product development to marketing and distribution. With case studies of successful

emerging market brands, this book is an essential resource for any company that wants to tap into the vast potential of the global marketplace.



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