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Study in the Main Factors of International Marketing Strategies and the Fundamental Steps to Open New Markets

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Introduction

Having made up my mind to choose international marketing as a research area isn't either conceived very accidentally or even it is an easy topic for me. It also isn't for being excellent in such a major as a BA or MA student. The main reason is related to my personal and consistent ambition that showcases a phase of international marketing. Such phase is highlighted any occupied position in which I run a business enterprise or lead a political campaign.

I usually think that international marketing is the major concern because publicizing your product internationally is up to doing one's best and having completely different thoughts, visions and strategies. When you publicize the product, such as a commercial product, an economic idea, a political ideology or a probably a person, like a "political leader", then you experience various aspects, such as a different country, a different culture, a different language, different customs and traditions and a different climate, that should be accurately and carefully taken into account. If one of these aspects aren't accurately taken into account, so the whole process of marketing will fail.

I have been through this domain of international marketing twice. The first one ends in vain as I don't abide to the scientific rules, but the second one works well as it gives me a golden chance to study Master's in business administration in the United States of America. I can't deny that there is a quasi-

shock to an Arab Egyptian who is struck by everything upon his arrival to a different country. I was, however, concerned of how the ways and strategies of marketing can end up in vain, when I apply them back in Egypt, if I scientifically conduct them in depth at the united States of America. Such study will be tackled in detail later in this research paper.

How does the biggest company in the United States of America; WALMART, which gains billions of dollars annually and it has a lot of branches around the United States of America, totally collapse when it inaugurates a new branch in Germany. The answer is that it doesn't study well international marketing strategies and I will talk about this in detail later in this paper.

International marketing definition

International marketing is publicizing and promoting products and services and I would like to add another dimension that isn't confined to commercial concept. This dimension is about publicizing a political ideology, economic policy or art, such as Hollywood Cinema in America and Bollywood Cinema which conquer the whole world

International marketing is about transferring the activities abroad to many different countries other than the mother homeland. It is noteworthy that international marketing can't be fully conducted without setting up a marketing strategy in addition to good planning before getting into the marketplace.

It has to be said that the marketing plan includes many aspects; such as cost, production, transportation, distribution, promotion and employment...etc.

The countries vary ,around the world, with regard to international marketing as peoples, languages, customs, traditions, cultures are totally different from each other. It is important we can't neglect the most advantageous thing in this era; namely globalization and technological progress.

Globalization and Technological progress

Globalization transforms the whole world into a closely-related small technological village thanks to the massive technological progress we witness nowadays.

Globalization totally serves the idea of international marketing thanks to the technological revolution that we witness nowadays as it facilitates information-gathering rapidly and effortlessly. The transportation links the world to each other either among the different countries or it has been developed to link the different continents together, such the new Suez canal in Egypt, the silk Road in China and the other commercial roads in Europe which completely facilitate goods transportation and the marketing process.

Big companies' failure stories in international marketing

I have chosen, in this paper, the American retail business enterprise which I witnessed during my study in the United States of America; namely WALMART. WALMART is a multi-national American company whose main quarter is in Arkansas and it runs a chain of Supermarkets, grocery shops. It has been officially established in 31\10/1969 by Sam Walton and Lol Mart.

The founders started back in 1962 and achieved great success when Sam Walton started to cooperate with his younger brother in order to inaugurate WARMART shops. The shop's sales is estimated at 975,000\$ unlike what is expected for it. In 1967, it has been expanded to be 24 shops whose sales are estimated at 12,700000\$.

In 1979, the company has been enormously expanded until it has 279 shops in which there are 21,000 employees.

It continues to grow big until it raises profits that are estimated at 559,200,000000\$. Such enormous success has been turned out to be a big failure when the founders have decided to break through the realm of international marketing by opening up a new branch in Germany as the biggest European marketplace in December 1997 as there 82 million population there and this is more than the population in many European countries at that time ,such as Great Britain, France and Italy.

The studies say that the German citizen's income is very high compared to the consumption per captia and the consumption expenditure In addition to having a well-established infrastructure in transportation means.

In spite of all these feasibility studies that WARMART company has conducted in order to break through the realm of international marketing, but the company doesn't succeed at all and commits many mistakes which lead to its collapse and utmost failure. These mistakes can be concluded in the following:

- Firstly, The strong competitiveness with the retail merchants who unite together against WALMART in order to protect their businesses.
- Secondly, Walmart has assigned Americans and non-German natives who don't speak German well to run the company, that's why the process of information-gathering and getting along with the German society have been badly affected.
- Thirdly, handling the media which depicts WALMART as incoming beast which threatens to devour the German marketplace.
- Fourthly, the German government isn't satisfied with having WALMART as a competitor in the German marketplace, so it conducts surveillance on WALMART's monopoly policy and performance and fights it.

One of the most important aspects, which I Think, lead to the failure of the American giant in the German marketplace is not having enough time to carefully and attentively study the German marketplace as there are a lot of retail shops which sell its products with big discounts, so the marketplace suffers from dumping, such as ALDI company and Metro company.

the bottom line is that your success in the domestic marketplace doesn't necessarily mean your success in the international marketplace and you have to pay attention, as we previously indicated in this paper, to the strategies and international marketing studies. Having this in mind means that the marketing aspects can lead to your success or failure when you decide to expand your business in other countries or marketplaces.

There are many factors, from my own point of view, that should be taken into account while setting up an international marketing strategy as in the following:

1- Target Audience

It is necessary to know the nature, the customs, the traditions, the legacy, the scientific level, the intellectual level, the cultural level of the target audience. We should also be aware of what they love and what they dislike in addition to their dominant religion and it is very important point to be fully informed of their dominant religion.

In 1997, Nike company has failed because of their slogan which includes a word that is offensive to the Islamic faith. Such incident leads to wrath of the Arab region peoples who boycott its products and the company suffered a great deal of damages at that time.

2- the product

the product should be convenient to the new marketplace's demands and the demands of the target audience who will use this product. It is unreasonable for wine companies to sell its products in the Kingdom of Saudi Arabia because it is an Islamic country where wine is not a Halal- product and it considers either selling or promoting it a crime that requires to be met by punishment and jail.

3- Prices

There should be a convenient and suitable pricing strategy that is compatible with one's income. If you set an extremely high price in a way the citizen can't afford and buy, so the product will fail to be sold out in spite of being successfully publicized in the marketplace.

4- Promotion

There should be a marketing strategy to promote your product in the country where you meet the demands of the target audience who will buy such a product.

5- The Place

From my own point of view, I think that preferring some places to others in the countries to open up a business or sell a product is a key thing according to the target audience.

In Egypt, the country is divided into north and south and it is noteworthy that the products that are sold in upper Egypt is different from its peers in the north and the products for which the inhabitants of upper Egypt care about is different from its peers that the inhabitants of the north care about.

6- Competitors

the competitors should be carefully scrutinized and there should be an awareness of what they offer and what I am going to offer for the clients that makes me stand head and shoulders over them.

Marketing and its important skills

No product, project, service, a political candidate or an economic idea can achieve success without setting up a good marketing plan.

This marketing plan should be based upon several skills that let the products achieve success if one is very keen to carefully adhere to them. These skills include the following: advertisement, sales, public relations and brand management. The most important skill of all marketing skills are the following:

1-Promotion

Promoting any product, service or idea depends on several marketing skills of different personal characteristics. Such process includes target audience analysis, their perspective of the product, focusing on the areas of strength and attraction to show them to the target audience, partially publicizing the product in a captive way that encourage the public to buy the product and believe in it.

I always say, over and over again, that marketing isn't only confined to the product but it goes beyond to reach its idea and target audience.

It is possible to publicize an idea, lead a campaign in favor of one person, call for supporting a sports club or living in a city.

I think that we can publicize anything in our life, even the talented football player who can't play at a top level in one of the biggest clubs around the world without publicizing his skills and potentials.

2- Communication skills

from my own point of view, I think that communication skills are one of the most important skills of direct marketing in order to convince the other party to buy the product or accept its idea.

Communication has several forms; and we have the written form, such as the advertisements, creating a message or conducting a design for a general idea. We also have the verbal communication to persuade the other party to buy the product or use the service.

For an effective communication, several marketing skills are needed as in the following:

- 1- Cooperating with designers to create slogans and logos
- 2- The ability to write promotion scripts and texts
- 3- The ability to conduct questionnaires and polls
- 4- The ability to get in touch with sales employees
- 5- Good listening to areas of strengths and forbearance to criticism and areas of weakness
- 6- The ability to write various media texts

3- Public speaking skills

Public speaking skills is about having the ability to present your thoughts and marketing plans in addition to convincing others with them. The public with which you share your thoughts can be the company's employees, its board of directors, the clients or even the media. In order to be effective, you should enjoy several skills:

- 1- Persuasion potential
- 2- Body language skill
- 3- Self-confidence
- 4- Organized train of thoughts
- 5- Smoothness of presentation

4- Analysis skill

Marketing needs a strong capability to conduct a securitized-based analysis to meet the demands of the public in addition to having the potential to set up the accurate strategy as per to the analyses.

In order to successfully amend the marketing plan as per to the analyses, there should be the following skills:

- 1- Conduct a market research
- 2- Conduct media research
- 3- Critical thinking
- 4- The ability to focus on the target audience
- 5- Planning skill

6- Statistical skill

5- Innovation skill

Creativity and thinking out of the box have become a must, during the grand technological, scientific and intellectual progress, in order to preparing a marketing plan that helps to attract the audience. There should be several skills that enable the marketer to think creatively. These skills include the following:

- 1- Having aesthetic feeling
- 2- Being able of creative thinking
- 3- Paying attention to different types of art
- 4- Have the potential of story telling

6- bargaining skill:

Bargaining and negotiation is an essential part in all phases of marketing in addition to agreeing upon the budget of the marketing plan, the schedule, the product final shape, the audience's perspective of the product and the post- selling service.

You have to be able to convince the buyer with the product importance and how he can make use of it in his daily life.

There should be skills for the negotiator to be able to publicize his products effectively:

- 1- Good listening
- 2- Persuasion
- 3- Influencing others
- 4- Analyzing competitors
- 5- Analyzing the buyer to meet his demands

7-Technological Skill

This age is the age of technological progress, therefore the ability to handle technology very well has become essential as one of the most important marketing skills and marketing success around the world.

Social media platforms have shaped the life in the Middle East as they triggered the Arab spring revolutions, so the technological skill is no longer an option, but it is a must nowadays. This skill includes the following:

- 1- The skill of writing the E-marketing messages
- 2- The ability to deal with the internet, especially social media platforms
- 3- The ability to use presentations programs and graphic design software

It is very crucial that every young man, around the world in which the marketplace is triggered by strong

competitiveness and the scientific and technological advancement, has to professionally develop himself and hone his skills to be able to get a good chance in his community or any other developed country in the world. He has to be fully aware of the rapid and updated developments in his scientific and professional major, such as keeping an eagle eye on the research papers, studies, upcoming information to cope with the market's daily demands.

He also has to be keen to acquire new skills as the more skills he gets, the more prominent he is socially and financially. He should be aware of the different types of art and the various cultural movements, such as art, literature, music, poetry. These domains add to one's purity, transcendence, emotional development, decency and maturity.

Several opinions of marketing pioneers around the world

1- Seth Godin

He is one of most prestigious pioneer in marketing field whose website is very popular among the marketing-interested scholars and lovers.

Godin says: “in order to have effectively publicize your products, you have to have two things as in the following:

- 1- Firstly: the attractive and excellent commodities and lovely stories that are worthy of sharing with your target audience.
- 2- Secondly: you have to get a permission to reach out to your target audience and don't let direct messages do this job.

I think, from my own viewpoint, is:

Firstly, I totally support the idea of having attractive and excellent commodities that can help boosting the marketing process, but I think that marketing can achieve success if we publicize mediocre commodities and services.

Secondly, the world is now a small connected village where people can be addressed directly without any prior permission. The marketer can reach out to the target

audience at any time via Facebook, twitter, Instagram, what's Up and any other social media platform.

Godin contends that the most important challenge of the marketers are the marketers themselves; namely they have to act humanly regardless of job duties of the marketers.

I think that marketers shouldn't neglect their job duties in order to get the job done effectively or they will fail.

2-Philip Cutler

Cutler is one of most prestigious marketing scholars in the world. He is considered the father of modern marketing and the author of the most successful 60 books in marketing field. Cutler contends that the most important phase of marketing is to effectively address the target audience. I can't publicize an expensive product for a poor area as neither the marketing plan or the product can achieve success. Cutler sees that reaching out to the clients to meet their demands by offering high quality-manufactured products to the target audience. Such process can enable the companies to make profits.

Cutler explains that some companies work according to method of target audience identification is much more important than randomly find an interested individual client.

Cutler contends that the companies should offer high quality products, well- treat the clients as we live in unstable economic world.

3- Gary Finer choke

Choke is one of the well-known scholars in digital marketing, social media platforms and entrepreneurship. He sees that E-marketing is the most important marketing means nowadays and in the near future. He advises the owners of commodities and services officials to publicize their product to the public at convenient prices.

In order to effectively apply the method of E-marketing, the marketer has to know where to address his target audience and what the audience do in his daily life. The marketer also should track the reactions of the target audience for his marketing plans.

The marketer has to create a channel, an entertaining channel for instance, to publicize his product effectively and reach out to the clients rapidly.

Choke also thinks that we can create a content that has nothing to do with the product at hand as you offer an important piece of information or entertaining service that can connect you with the client.

4- Neil Battle:

he is an author and a businessman in addition to being one of the most influential marketers around the world. He helps the small and mediocre companies to grow big faster and he sees that the biggest mistake of the entrepreneurs is that they try to do everything at work. This is not the case as the businessman shouldn't deal with everything at work.

Neil Battle contends that focusing on a wonderfully-written post or tweet for more than six hours a day is a real waste of time. The owners of the companies may not have enough time to do these tasks around the clock. He must seek the help of an effective team who can get these tasks up accurately and quickly.

Neil sees that the owners of the companies should use the social media platforms for marketing purposes as they are one of the most effective ways to deal with customers, promote your products and gain new clients.

5- Band Fiction

He is one of the most important marketing experts around the world.

He contends that getting along with the target audience is the key to good marketing. When the marketers are able to sympathize with others, they can meet the demands of their clients. Such sympathy helps them to understand the problems of the target audience and the channels by which the marketers can deliver their messages to the public.

Fiction sees that it is essential to build a future where marketing can be comprehensive and integrated. The companies should be awarded if they can mingle between marketing and market research.

Band explains that the marketers' priority is in their endeavor to professional development and get the available marketing opportunities. The marketers should figure out the problem and get the solutions for this problem in addition to persuading the client with the product and the service.

Marketing development

Marketing is one of the field that undergoes a rapid development recently. This development is closely related to the daily life progress.

The scientific progress, the technological advancement and the economic prosperity affect marketing. The most important example of marketing development is the E-marketing and the media marketing in TV channels, the newspapers, the magazines, the commercial boards in the streets and public squares.

We have to admit there is a section of the target audience who don't like E-marketing and they, instead, need the traditional ways of marketing. This can be done by getting to know the educational, social and cultural levels.

Firstly: E- Marketing

E-marketing is the most important and successful means of marketing in addition to being the most popular one. It addresses the biggest section of the target audience at a low cost, with lesser effort and in short period of time, but it achieves a great deal of success. E-marketing is divided into the following types:

- 1- Search engines marketing

We all have a connected laptop that is provided with Google search engine or any other search engine to find a piece of information, a place, a product or a service.

Google search engine, in particular, has become of the most important type of E-marketing around the world.

2- Content marketing:

I think that it is one of the most crucial ways of E-marketing as you can publicize your product or service by posting photos, videos and pieces of information in order to being reached out and bought by the target audience.

The most important aspects of content marketing are the following:

1- Posting in websites

2- Posting via social media platforms

3- E-mail messages

4- Online forums and webinars

5- Photos and videos via websites, social media platforms; such as Facebook, Twitter and Instagram...etc.

3- Social media marketing:

It is about publicizing via the different social media platforms, such as Facebook, Twitter, LinkedIn, Instagram and What's Up. You can, via these platforms, publicize your products effortlessly and at a low cost.

4- E-mail marketing:

The companies collect a lot of citizens' mails for the sake of creating a database for the public. Once you create a database, you can send the public several offers, activities, brochures and ads. This process can link the company to a lot of citizens.

5- Public Figures and influencers marketing:

It is one of the most important and popular ways of marketing around the world. The companies seek the help of public figures and influencers of the different fields to publicize their products and activities. This process is intended to influence their fans and get them as the companies' new clients and this is done in exchange for a big sum of money and unprecedented privileges.

One of the most popular and influencing marketers around the world are Cristiano Ronaldo, Lionel Messi, the American actor, Morgan Freeman, the French footballer, Zain EL-Din Zidane and the Russian athlete, Maria Sharapova...etc.

These stars sign sponsorship contracts with the companies in order to never publicize the competitors' products in addition to not showing up in public places in way that can negatively affect the companies' products.

It is noteworthy that these public figures should be politically and religiously neutral, as he shouldn't be a member of a political party or a religion group.

Thirdly: Traditional marketing:

There is a big section of the target audience whose relationship with traditional marketing is still the case, such as the elderly people, the developing countries citizens.

The most important types of traditional marketing are the TV ads, the commercial boards in the streets, the public squares, the newspaper ads, the paper and printed magazines. These ways of marketing shouldn't be there in the time of globalization and technological progress because they are outdated for a long period of time.

Fourthly: Buzz marketing:

In the beginning, we can define this type of marketing as having a strong debate over the product of the commercial activity to tease the public's curiosity before it is officially in the markets either by directly talking about it or publicizing it via the medial channels, the internet, the conferences which can be attended by public figures.

Fifthly: marketing by acquiring clients:

I think that one of the most important marketing plans is to acquire new clients by offering an attractive and different ways that enable to bridge a gap between the target audience and the product or the company.

It is important to say that the marketing plan should be based upon the consistent communication with the clients. Such communication channels can be E-mails or SMS messages that are sent to the target audience about the commercial activity or the privileges that can offered to the company's clients.

Sixthly: hidden marketing:

It is very similar to public figures and influencers marketing. It is about publicizing the product by portraying the public figure use such a product and the public are inclined to use it having seen him or her do the same.

For example, if one of the popular singers live in certain community, so many people can be inclined to live there as well in order to be close to their beloved star and his social level. Such inclination is triggered by their trust of this star, so they trust the community's owner and its sophisticated services.

Seventhly: events marketing:

It is an important type of marketing in which events and ceremonies can be the way to publicize the products or the commercial activity. It is not essential that the ceremony address the target audience directly, but it can be an artistic party or a game held under the auspices of the company.

Eighthly: the controversial marketing:

It is very popular type of marketing around the world that is about having a controversy among the public by broadcasting captive ads that either shock the public culturally or attack the competitor.

I think that one of the famous companies that adopts such method is American restaurants chain “Burger king” against “McDonald’s”

There are several factors that help publicizing the commercial activity in order to achieve the commercial targets, such as:

- Well-organized hierarchy
- Enough funding
- The company’s physical location
- The company’s internal bylaws
- The labor system that show this effort conducted within the departments and I think this aspect is the one that showcase their success and let them overcome failure.

I can depict marketing, clearly, that it is a tool that contributes so much in the success and failure of the company or the commercial activity.

There is no doubt the marketing helps you achieve your company’s targets in a long or short term as you have to set up your marketing plan focusing on the audience. Each section of target audience requires a different marketing plan, different

propaganda means, special ads and different interests and products.

Writing the message of marketing plan

It is very important to accurately write the message of the marketing plan of the company. Each section of target audience should have a different message and a different language as it is difficult to speak with one language to the public in the gulf countries and North American countries.

- Setting the cost and the budget of the marketing plan

The company should set the cost and the budget of the marketing plan and rapidly try to figure out if it will be able to afford such a budget or not?

In case of having profits, the company can develop its campaign to address a larger section of the target audience.

The product and the marketing means

I think that the product type really affects the marketing means and the places which the company will to publicize in.

It is hard to public a cosmetic product in the oncology hospital or to deliver educational training course in covid-19 hospitalization centers or calling for using a certain type of cigarettes in a sport's club.

There is no a fixed marketing policy that the company can consistently follow as each company set its marketing strategies according to the previously-mentioned factors, such as the product type, the target audience, the price, the target country, the budget.

Marketing evolvement

The concept of the marketing is new and old one in the field of entrepreneurship. Marketing has become a major field after the second world war and there are many crises that affect marketing in the last 20 years. These crises can be summed up in the following:

Energy crises, pollution, the grand economic crises and the wars that broke out around the world.

Robert king, one of the management and economy scholars, says that the economic companies have nothing to know about marketing in the fifties of the last century as marketing was confined to the sales.

Marketing has been developed throughout the following stages:

Firstly: production

It's the first thing to which the customer is inclined: namely the customer likes the available product which is sold at low prices. This method doesn't care so much about the high quality, so

the companies are always keen to lowering the prices at the cost of the product quality.

Secondly: The product

In this method, the customer is inclined to the high quality product regardless of the low prices. This method didn't achieve balance at all.

Thirdly: Sales

In the thirties and forties of the last century, the board pays a great attention to sales and commodities distribution to the merchants. The role of the sales director is very big and the production department coordinates with the sale department to set plans and designs for the products.

The current belief, in this stage, was that the customer can buy the product if he is convinced with it by the seller.

Fourthly: marketing

In this stage, the companies pay a great attention to marketing in order to achieve the most important targets:

1-meeting the demands of the customer.

2-increasing the profits

A-The companies start to pick up the target marketplace as they realize that they can't publicize the products in all marketplaces at the same time.

B-Taking care of the customer

The companies realize that they need to take care of the customer's needs to achieve marketing success. Setting the target marketplace successfully is the key to meet the customer's needs such as commodities. These companies have to keep their current clients and attract new ones in order to beat the competitors. This will not be achieved without taking care of the customer.

Fifthly: comprehensive marketing

There should be a comprehensive cooperation among the different jobs within the organization. Such cooperation can be conducted among the marketing jobs, the pricing administration and the distribution and advertisement administration.

The advertisement administration can't set up a plan without the help of the pricing administration, so they have to coordinate together.

At the end, such comprehensive cooperation should help to promote the commercial activity and raise a lot of profits as long as this organization is profit-oriented one.

Political marketing

I will seize the opportunity, while submitting this thesis about marketing, to talk about political marketing as I worked, for a long time, in the field of political marketing knowing its deep-rooted history. I also have carefully studied how parties, around the world, calls for voting to its candidates and its political ideologies.

I carefully studied how the countries publicize their political leader, ideologies to impose them on the rest of the world and gain popularity, get the interests and win loyalty. Here, I will talk about the leaders of the worlds; namely the United States of America and the Russia.

During my stay in USA, the Arab world and the middle east was angry at the United states of America political leadership, especially the American president George Bush (the son) after invading Iraq and hanging the former Iraqi president, Saddam Hussein in the night of Eid- El- Adha in addition to frequently use the term of “radical Islam” in the media.

How America uses the political marketing to manipulate the public’s opinion in the middle- East and the Arab countries; namely it publicizes the American president, Barack Obama’s trip to the Cairo where he greets the Egyptians with Islam’s greeting “Peace be upon you”. He visits the mosque of “Sultan Hasan” which is sacred to all Muslims.

Choosing Barrack Obama who is an Afro-American is not conceived to coincidence, but it is due to the political marketing that is key to such success.

It has to be said that the political marketing contributes to end Donald Trump's presidential term which was full of America's bad image around the world. Such image is triggered by racial discrimination, arrogance, over- pride, dictatorship and the disrespect to the state's institution. All these qualities lead to the final scene where Trump's supports forcibly enter the American capitol to subvert it and this was like thunderbolt that struck all the Americans. The American wonder how their country that is, throughout the whole years, condemns violence and subversion and support democracy to experience something like that.

The political marketing contributes to overthrow "Donald Trump" and help another candidate to win the presidency in a free and fair election. Trump has overthrown himself in the favor of the president Joe Biden by his reckless behaviors.

Political marketing is a recent type, but it has spread out thanks to technology, Cinema, propaganda, advertisement and the number of political messages designed to address the public and win their votes for a certain candidate or an election program. Such aim is targeted by presenting the merits, the accomplishments in addition to demerits and weakness points of the candidate.

- 1- Political marketing is totally different from products and commercial activity marketing. Political marketing requires that everything should be accurately done; namely it should be known what to say, when to say and where to say in addition that the candidate's speeches vary from a group to another. It has to be known that he will start his campaign with words and promises that are different at their peers at the end.
- 2- The candidate should know give his opinion concerning the events that take place from the time he decides to run for the position to the elections. He should also know how to comment on the rival's performance in addition to being able to reply to the charges during the elections.
- 3- No man is an island; namely the candidate, in spite of his strong performance, should seek the help of professional and specialized team to run his campaign and setting up a successful political marketing for him. I think that there are strong candidates fail in 2012 because they won't be able to politically publicize themselves.
- 4- The political marketing is based upon criteria, plans and data to measure the different opinions and set the convenient marketing places to address the public.
- 5- There are several ways of political marketing that could be similar to products and commercial activities marketing. Such similarity is manifested in the conferences where the public get to know the candidate, the TV commercials, Radio, the visual marketing and public-relations marketing,

E- mails marketing, the SMS messages and the social media marketing. The difference lies in taking a due care of the candidate instead of the product and this candidate can be the president or the prime minister or the parliament member.

6- The most important thing of political marketing is to have enough money to support the candidate and his campaign.

7- The political marketing campaigns are more difficult than products and commercial activities marketing. When you try to publicize the product, then you have to address certain section of the public while political marketing imposes the candidate to deal with all sections of the public to get more votes and you can address a certain section of the public that is intellectually, culturally and ideologically different.

8- There is another type called “election marketing” in addition to the political marketing. Such marketing focuses on publicizing the candidate during the election to have an impact on the public to get their votes. It has to be said that this type requires different propaganda, different ways and different models of marketing. I have found the election marketing popular in many Arab and European countries whose ways is completely different.

The Brand

When we talk about marketing or international marketing, we have to shed light on the Brand and its importance. The Brand is more than just a name, a design, a slogan, but it is what describes the essence of the product and it is what clients pay a great attention to get the company's vision and nature.

It has to be said that the Brand is very important to all employees, the investors, the public and the media.

It is very important as it is responsible for the first impression that lasts with the customer and it conveys to the public what the company has to offer. Every company has to give a great attention to create its Brand as it expresses the company's identity and attracts the clients.

There is no department that can create the Brand, but I think, from my own point of view, that many department has to cooperate together to create the Brand, such as the departments of propaganda, media, customer service, public relation, marketing and the board. Such cooperation should result in an exquisite Brand of the company and the product.

There should be some conditions to create the Brand which include attractive look, strength of impact and the remembrance. It is noteworthy that the Brand adds to the company's strength as it attracts several clients and boosts

the company's investment opportunities and opens up more economic horizons.

The Brand increase the competitiveness among the employees, so the strong and effective Brand will let feel proud and they will try to get more clients and help the company's prosperity.

The Brand helps to attract more clients consistently and it has to be said that the effective and successful Brand help the campaign to achieve success. It paves the way for the board to lead successful and prosperous campaign.

The elements of Brand's success:

1- Vision:

Before creating the Brand, I have to be fully aware of the commercial activity's vision, its aims and the reasons of setting this commercial activity. Having all these elements in mind, you can think to create the Brand that fully express the commercial activity.

2- Clients:

You have to target the clients for whom you manufacture the product and you have to be able to get to know their economic, social, cultural and educational levels. These elements will help to create the Brand that easily addresses the clients.

3- Character:

You have to set the character of the Brand if it is modern, classic, youth-oriented or elderly oriented.

The Brand registration

After creating untraditional and original Brand that fits the projects' aims, its vision and its targeted clients, therefore the company have to register the Brand in the patents and Brands office.

I think that such registration will protect your Brand form being robbed or faked in the country where you register the Brand. You can't prevent any persons to use your name abroad.

I believe that the Egyptians are one of the most countries that use fake Brands, so they conquered the world with low-quality products by stealing the Brands of the top companies around the world. The Egyptians manage to sell their product in the African countries and the Middle-East because of the low income and low-quality products.

Madrid Treaty:

There is a treaty which affected the Brands and its rights around the world; namely Madrid Treaty by which the company can save the right of the Brand in 90 countries when it is registered once. If you want to save the right of

your Brand in any country other than the ninety countries that signed Madrid Treaty, so you have to pay a visit to this country.

The reasons of organizations' inclination to international Marketing

- 1- There is no doubt that raising and increasing profits are key aims publicize any commercial activity internationally, but it's not the only factors to get into the international marketplace, but there are some commercial factors, such as saturation of the local marketplace with the products and the services due to the large number of producers and exporters.
- 2- The low-growth of local marketplace and low- income that can affect the company's success, so it is inclined to publicize its products in new markets.
- 3- The company can invest in these marketplaces to raise profits due to the trade preferences, international markets, taxes facilitation and law material, laborers and energy resources abundance.
- 4- There can be surplus in production, so the company can be inclined to open up new markets internationally.
- 5- Deciding to open up a new market abroad requires having the courage to withstand the risks, the ability for creative thinking and problem-solving capabilities that enable the company to confront them locally or internationally.

- 6- Making use of the currency differential raise a lot of profits when the companies open up new markets abroad, for instance, the price of “Baraka” mineral water is 3 L.E and the price is set for the public after raising the profit is 5 L.E. when this company opens up a new market in Kuwait, the bottle is sold at the cost of half a dinar which is exchanged for 20 L.E.
- 7- The laws and the regulations can be complex as they may hinder the company to prosper in the local market, so they are inclined to international marketplace where there are flexible laws and regulations.

The main ways to get into the commercial markets

- 1- The unorganized exportation
- 2- Exporting by the commercial agents
- 3- Setting up sales branches or merged companies in the country
- 4- Producing in the other markets (this requires a lot of money to build the factories, get the machines, the laborers and the production costs)

Conducting a market research within the country to initiate the business has been previously tackled. This process is very important and become very easy in this time of technological advancement, the availability of accurate information, such as the economic, the social, the cultural, the ecological and the political ones.

There are always two opinions in the trade:

Firstly, the company should concentrate on the local marketplace and its saturation until the product achieves success and popularity. The company, then, can open up new markets internationally after taking control of the local market.

Secondly, it's possible, for the company, to open up new markets internationally to achieve the success that is not achieved into the local market and I support this opinion.

There are many factors and merits that should be available when a company to get into an international market:

1- Diversity:

It is the intangible assets of the company, such as its ability of innovation, the technological level, the products' diversity, the qualified employees and the financial capabilities.

2- The place's privileges:

The company has to make sure that the country, where it opens up a new market, offer the laborers, the transportation cost, the infrastructure and the market's capability.

The risks of the international marketing for the companies

There is no doubt that there will be risks if a company decides to expand internationally and opens up new markets abroad, but good feasibility study and accurate strategy which include

the previously-tackled aspects can decrease the gravity of the situation and helps to control and handle these risks.

Marketing varies from a scholar to another, so the American association defines marketing as: an organized process that include planning, carrying out, supervise well-studied activities in the fields of pricing, promotion, ideas commodities and services distribution by conducting several exchanges that serves the interests of the organization and the individual alike.

- Astaton defines it as: an integrated and interactive system that include a group of activities, such as the planning, the pricing, the commodities and services distribution to meet the demands of the current and the potential customers.
- Folin Kindid contends that marketing is process in which the commodities, the services and the ideas are manufactured and offered to meet the needs of the customers.
- The marketing pioneer, Cutler sees marketing as: an economic and social mechanism by which the individuals and organizations fulfill their needs by exchanging with the others what they may need, such as products and services.

Cutler focuses on seven aspects in his marketing's definition:

- 1- Needs and demands
- 2- Products
- 3- The value and the cost
- 4- The exchanges
- 5- The relationship and networks
- 6- The marketplaces
- 7- The marketers

- The American association defines international marketing as an international process of planning and carrying out the concept of pricing, the profits and the ideas, commodities and services distribution to create the exchange that fulfill the aims of the individual and the organization.
- Kahlar defines the international marketing as publicizing the commodities and the services in many countries by direct exportation and publicizing the commodities in many countries.
- Cutler defines the international marketing as a strategy adopted by the organization to beat the competitors abroad in order to have a great impact in the international marketing competitiveness.
- Paliwoda thinks that the international marketing takes care of publicizing across the national borders as the international marketing refers to the marketing abroad.

- Bradly contends that the international marketing-related decisions requires the company to set the needs and the demands of the customers and produce the assets that make a marketing privilege.
- Bradly focuses on the expanded concept to get into the international marketing that can include technology exchange by direct exportation or foreign investment either in the shape of combined investment or setting up branches abroad for the company.

The Importance of international marketing

The technological advancement we now live in leads to the availability of the international commodities and services in the different markets regardless of the geographical borders. Here are the most important privileges of international marketing:

- 1- it is not confined to a certain place and the products are available in more than one country regardless of the geographical borders
- 2- the fancy products are available in the developing-countries markets as they can't manufacture these products
- 3- increasing the investment opportunities and the hard currency leads to boosting the economic growth in the country.

- 4- Creating more job opportunities and the country makes use of the money paid by these companies for the costs of energy resources, raw materials, sites and constructions.
- 5- The most important target of international marketing is increasing the company or the organization's profits.

The unified marketing strategy

It's possible for the company who wants to get into a new international market that it's very similar to the local market regarding the economic level, the advertisement and propaganda ways, the political system, the environmental system and the social system. The organization, in this case, can set up a unified marketing strategy in many markets and this is done for not having a substantial difference among these markets. It has to be taken into account some minor differences that does not affect the strategic plan.

The gulf countries council, from my own point of view, are very similar in everything (language- costume- religion and race- the economic level- the cultural level- the political system- art).

1-The foreign company's definition:

It's the company that own or run an activity in the field of production or marketing of services abroad.

2-The international company:

It's the company that runs its activity in one or more foreign countries.

3-The multi-national company:

It's the company whose marketing sales is more than 100000000\$ and it has branches in six or more foreign.

The hierarchy of the international organizations

One of the strength points in any organization, especially the one who wants to open up new markets in many countries, is to have a strong, effective and qualified hierarchy. This hierarchy works according to the decentralization administrative policy that consistently coordinates with the head quarter.

Delegation of authority

The successful administration should delegate authority to the other administrations in the different countries. Each countries' administration is fully aware of its market and the target audience, so it's able to take the right decision.

Delegation of authority does not totally mean to transfer the responsibility of the main company's board to the international branch:

When the companies decide to get into the international markets, there should be a new department of international relationships. This department supervises the company's administrations in the different markets, but there are some disadvantages as in the following:

1-it does not control the international processes while expanding in more than one country.

2-there are some hierarchal disputes between the new department and the company's departments.

3- There is a conflict between the new department and the company's departments regarding the opinions and decisions in the countries.

The international marketing researches

- the American association of marketing defines the marketing as a practical way to collect, register and analyze the data that are related to the commodities and services marketing problems.
- Lambin defines marketing as setting the information needs in addition to choosing the suitable variables to which the credible pieces of information should be collected, registered and analyzed.
- There should be an international market research which include:

- 1- Choosing the suitable marketing plan for the market and the public.
- 2- Predicting the profits that the company can gain in a short or a long term.
- 3- Setting the merits and demerits of the market
- 4- Getting to know the social, cultural and economic aspects of the customers
- 5- Setting the market-related risks that can be confronted and overcome.

The market research plays an important role of decision-taking in the company's endeavor to get into this market. The company may decide not to get into the market according to the results of the marketing research conducted.

The information resource of the international marketing researches

As previously said, the decision to get into new international markets is linked to a lot of important and effective decisions taken to initiate such a step. In order to take such decision, the market research is a key for this step and it is a must to pay a great attention to the information resources.

There are several information resources:

- 1- The secondary resources, such as the published and the available information in the media and the internet.
- 2- The experienced individuals in the market and the company

3- The questionnaires and the polls in the targeted international market.

I don't support one resource over the other, but each resource has its pros and cons. The company, instead, has to rely upon the available resources in order to conduct a comprehensive market research that includes all the challenges that will face the company in the new market.

There is another type of resources; namely the official resources that the country has to offer by the ministry of industry, the commerce and industry chambers and the central Bank.

- The international organizations provide a big database of all countries that includes the economic situation, the investment facilitations, the investment opportunities, the rates of success and failure. I think that the information of the international organizations is more accurate, reliable as they don't need to publish any fake or exaggerated pieces of information. There are some small organizations which publish good news of the countries in exchange for a big sum of money to attract more investors.
- If the company isn't able to conduct a market research, so it can assign an independent company to do this job in exchange of a big sum of money. In this case, there are some merits, such as:

- 1- The company's marketing is a neutral one.
- 2- The company can be more able to conduct the market research effectively and the assigned company can be more specialized than the main company itself because of its experience and tools to successfully conduct the market research.

There are also some demerits, such as:

- 1- The assigned company is not fully aware of the points of strength and weakness for the main company.
- 2- The high cost
- 3- The confidentiality isn't guaranteed as it can be disclosed to another competitor or it can be sold to another company.

The strategies of getting into the markets

1- The market's division:

It is a strategy in which the company divides the markets into parts in order to target a small part and address its clients, so this method can make the company in total charge of one part of the market.

2- Focusing on the product:

It is a strategy in which the company produces one product in order to be excellent and it doesn't distract its activities by manufacturing many products, such as Coca-Cola and Pepsi. There are some companies which manufacture more than one product, such as Nestle which produce Juices, Ice cream, mineral water and Chocolate.

3- Market's strategy:

It is a strategy in which the company choose a particular market in order to publicize more than one product in it.

4- The selection strategy:

The company select some products to publicize them in several markets as they are successful in the market research.

5- The comprehensiveness strategy:

The company gets into the market in a comprehensive and total way to serve all its clients in spite of their differences (Toyota company).

The product exportation

When the company gets into a new market, it may need to conduct a minor amendment of the product in order to fit the target audience and raise the expected profit. Such amendment, sometimes, can be in the product's shape, the color, the flavor or the name.

The targeted market share:

After the company conducts the market research in order to get into the targeted market, it needs to set the targeted market share that will determine the expected profits of the company.

This market share has to be increased consistently in order that the company can reach the highest market share in the market in addition to achieving the highest profits.

The different ways to get into the markets abroad

1- Exportation:

Exportation is the first step of any company to get into the markets abroad. It raises a lot of profits without exerting a big effort compared to the local markets. The company has sales agents to distribute the products in these countries.

2- The commercial agent:

He is the company's agent in another country according to an official contract by which he is responsible to promote, ship,

sell and distribute the product. He is also the company's representative in this country.

3- Setting up a branch abroad:

When the company is very successful abroad, it needs to open up a branch in the country and setting up production factories, recruiting laborers employees.

4- Selling by a broker:

It is selling by a mediator who connects the exporter and the importer in exchange of small commission and he has no liability to adhere to.

5- The international trade companies:

They are companies that work for themselves according to a contract in which they are responsible to publicize, sell the products abroad in addition to being responsible for storage and transportation.

The state's political ideology and its impact on investment and the economic system

We will talk about the Egyptian political ideology in the fifties and sixties of the last century and its effect on the economic system and the investment opportunities. After the overthrowal of the royal regime in Egypt that is followed by declaring the presidential regime and the Gamal Abd EL-Nasser become the president, he adopts the political socialist system.

This socialist system aims at getting the Egyptian people in charge while lessening the control of the capital on the economy. It also aims at the state's supervision to all economic activities in addition to preventing the monopoly policies. The socialism seeks to distribute the economic wealth fairly among the Egyptian people. The state also takes one of the most important decision in this era; namely the agricultural reform that seizes the lands from the its owner and distribute them among the farmers fairly and equally.

The state pays a great attention, in this era, to build the national factories, such as the iron and steel factories, weapons factories, soap and oil factories and sugar factories.

Egypt, on the other side, has been involved in some wars under the slogan to defend the socialism in North Africa and west Africa and this step resulted in the following:

- 1- The investors ran away from Egypt.
- 2- The state fails to meet the demands of the Egyptian citizen, therefore there are a lot of needs to meet.
- 3- Egypt wasn't an attractive area to the investors.
- 4- Egypt is a red-taped country.

The second era:

In the second half of the seventies when the president Mohamed Anwar EL-Sadat was in charge of Egypt, he adopts the capitalist system as the economic path in addition to establishing the democratic fundamentals by allowing the pluralism of the parties. The capital system allows the businessmen to own the production ways and the capitals while giving them opportunities for investment and open trade.

There are some types of capitalism:

- 1- Modern capitalism that allows the state to interfere in some fields.
- 2- Intendent capitalism and it gives the individual the opportunity to be wealthy regardless of the public interest.
- 3- National capitalism and it gives the individual the opportunity to be wealthy while putting into account the public interest.

The capitalism involves a social and political philosophy that is based upon magnifying and preserving the individual properties while lessening the public properties.

This era of capitalism, in the days of the president EL-Sadat, was named the policy of economic openness; namely opening up more investment opportunities in Egypt.

After shedding the light on capitalism and the economic openness in the era of president EL-Sadat and its impact of the political decisions. Such decision starts with holding a peace treaty with Israel, having an unprecedented cooperation with USA and the western European countries, unlike the wars in the time of the president Gamal Abd EL-Nasser that resulted in the socialist system.

There are several merits that goes in accordance with this policy in Egypt:

- 1- Low prices
- 2- Low rates of unemployment
- 3- Increasing the trade
- 4- Egypt's debt extinction

There are also some demerits that resulted in following this policy:

- 1- Doing harm to the poor and the downtrodden
- 2- Reversing the social hierarchy in Egypt, as the doctor, the engineer and the teacher are lower than anyone who is very wealthy.

- 3- The Egyptian market becomes available to money laundry.
- 4- Spreading out the commission business and money handlers
- 5- Lessening the power of the public sector and lowering the investments by 40% in the first three years of the economic openness policy.

I think that the most dangerous thing of the economic openness policy is having strong businessmen and buyer-ups who dictates the economic policy and occupy the major decision-taking positions.

The licenses

When the organizations aren't able to get into international marketing or even open up a new market for many reasons that include the following:

- 1- Low potentials
- 2- The lack of suitable administration or any other things

In these cases, the companies use the licenses, namely the company uses intangible assets to overcome this problem. Such assets include the scientific knowledge implemented in the production or patent or the company's name. the company manufactures a product to sell it in its country in exchange of a big sum of money for the company that owns the license. Such sum of money is set according to the value of the profits.

The license is the best way that organizations can use in the country that either put restrictions in the importing products or have fears of the others' properties in it.

There are some merits and demerits of the licenses:

- The licensor's merits:

- 1- Raising profits
- 2- Offering a good knowledge of the market
- 3- Giving an opportunity for direct investment later

- There are some merits for permittee:

- 1- Owning products and technological means at a low cost and less risks
- 2- Saving money and effort
- 3- Giving him a high marketing rate in his market

- There are some demerits of international license:

- 1- Never showing commitment to the license agreement
- 2- Never showing commitment with product's quality
- 3- Turning the permittee into a competitor who threatens the main organization.
- 4- Losing a high margin of the profit compared to the direct investment.

Franchising contract

Franchising is a commercial way that is used to give the company the franchise right to accomplish certain job while setting the time and the place of this contract. The franchising is divided into three types:

1- Products Franchising:

Is the distribution of the company's products as it sells them by the Franchising owners under its own name.

2- Brand Franchising:

This type of franchising allows to give the name or the popular Brand to another person while putting some standards for not offending this Brand in addition to preserving the Brand quality.

This happens in Egypt, such as the internationally popular restaurants (MacDonald's- Kentucky- Pizza hut- Pizza king). These well-known restaurants always give franchising rights to some persons in the cities while imposing certain restrictions and sharing the profits.

3- Services Franchising:

It is about exchanging experience or knowledge among the organizations. The most popular franchising contracts is when Egypt, from 1867 to 1956, gives a franchising right, regarding the Suez Canal, the most popular linear shipping

around the world that links the East with the West, to a French company due to the lack of experience in this field.

- Franchising contracts merits:

- 1- Spreading out in more than one country without a high cost

- 2- Attracting more skillful and experienced laborers

- 3- Consistent development of the organization

- Franchising demerits:

- 1- As previously said, losing a big margin of profits compared to direct investment

- 2- The restrictions imposed by the government on the franchising contracts

- 3- the company who owns the franchising right takes a sole control of the management and make a great deal of interest for itself

Marketing communications

It is a comprehensive marketing job that offers all pieces of information and facilitates the ways of persuasion between the marketer and the client by publicizing the marketer who seeks to convince the client with the product. This is done by meeting the demands of the client.

The process of marketing communications consists of several elements:

1- The sender:

Is the one who sends the message to the targeted clients.

2- The idea:

Is what the marketer wants to publicize and convince the client with it.

3- The way:

Is the path which the message is transferred to the client, such as an interview, a TV commercial or a street sign.

4- The recipient:

Is the targeted client who gets the message of the sender (the marketer).

5- The interpretation:

Is the explanation of the message that the recipient gets from the interview or the advertisement.

6- The response:

Is the client's reaction that sums up the how successful are the marketing aspects of the company or the marketer.

The advertising

Is the most important tool to publicize products and services. It has to be said that advertising can be done publicizing a candidate, a political leader, a political idea, a state, an ideology or a vaccine to put an end to a pandemic.

The USA comes first whose organizations pays a lot of money on advertising and it is followed by Japan, UK, Germany, Finland and France.

There are some factors and communication jobs that help to effectively achieve the success of the marketing process:

1- Advertising:

It is publicizing the product, its merits and its standards in order to reach out to a large section of target audience.

2- Persuasion:

It is, from my own point of view, the most difficult and the most important step that the marketer can do in the marketing process. The marketer tries to convince the client to buy the product, therefore the whole process of marketing achieves success.

3- Remembrance:

The company has to be keen that the public can't easily forget about the product and remember it for a long time.

Advertising plays a great role in supporting the sales agent; namely it can facilitate his job duty in introducing the product. It has to be said that advertising comes first before the personal contact with the client and that's save time, effort and money.

Advertising, as a marketing activity, is affected by several aspects, such as the financial and human resources of the organization, the intellectual and the cultural levels in the board, the advertisement strategy makers, the designers, the typists, the environment, the social level of the target audience. All these aspects affect the ad's shape, design and message.

Advertisement types

There are two types of advertisement:

1-commercial advertisement:

It's an advertisement that targets specific audience with clear messages to affect their behavior and get them to buy the company's products or services.

2-non-commercial advertisement:

It's an advertisement that does not publicize anything, such as the employment advertisement or faculties advertisement or the government's services advertisement.

- There is the competitive advertisement in which the company focuses on the pros and cons of its products while lessening the value of the competitors' products. This type of advertisement appears in the beginning of the third millennium.
- The intellectual advertisement:
It's the advertisement that is used to assure a former knowledge of a product in addition to trying to keep it in the citizens memory to get them buy it.
- The educational advertisement:
It's about introducing the product in addition to knowing how to operate, maintain and form it. It can provide pieces of information in what kind of documents that should be submitted, the followed procedures and the

places where these documents will be submitted to get the service.

- There are many aims for the advertisement:

Form my own point of view, the most important aim is to convince the companies to attract the client from another companies.

In Egypt, people use to buy the unpacked natural milk, so the packed milk companies lead a unified campaign under the title of (this can It the key of your health). This campaign show cases the risks of drinking unpacked milk and It succeed to change the majority thoughts to get them buy the packed milk. These companies will compete to each other to get the largest market share.

This is what happens in politics when the parties urge the citizens to vote in the elections and then each party starts to publicize itself to win many seats.

Customer service:

Customer service is one of the most important ways by which the organization can measure the client's complacency of the company, its products and its services. There should be some qualities regarding the quality, the price and the post- sales serves in order to get the client's complacency of the company.

The company should have the original and the alternative solutions for the client's complacency- related problems, for example, when there are too many

requests for the flight companies to handle regarding a specific line, so the company has to allow extra flights or rent extra planes. It can get the extra passengers to another company line while coordinating with this company.

In Egypt, I think that we do not have the culture of client complacency in the local companies. When the client buys the product, the company neglect him and if he tries to report a default or having an inquiry or to ask for maintenance, the company neglect and does not give him the due attention.

It is possible to find this negligence in a restaurant or a café when you are survived with a bad or cold meal, therefor I think it's a cultural problem.

Firstly: it's related to the cultural of the manger who trains his employees while not giving them the instruction on how to satisfy the client.

Secondly: it's the culture of the waiter who did not see a problem in offering a cold meal or hot drink, therefor he does not pay attention to the client's complacency or even get him as a consistent client for the restaurant.

The post-sales services:

These services can be summed up in introducing the products and offering pieces of advice, presenting the different types of the product, the conversation with the client about the suitable type.

The post-sales services can include:

- 1- Transportation
- 2- Formation
- 3- Training
- 4- Maintenance
- 5- Warranty

Pricing

This element is one of the most important and sensitive elements in the marketing strategy as the company is always looking forward to raise a lot of profits. On the other side, the company wants to offer a convenient and unexpansive price to the citizens to sell more products in order to raise a lot of profits. Pricing can be defined as it is a sum of money that is paid in exchange of buying the product or the service and this sum of money has to cover the other elements' costs that the company has spend a lot of money for the sake of reaching out to the citizen (promotion- distribution- packing- fixed and variable salaries and costs).

The pricing is based upon several elements:

- 1- The product's quality
- 2- The nature of the market
- 3- The cultural level of the target audience
- 4- The production capability
- 5- The competitors

There are some factors that affect the pricing:

1- The consistency and it is the main aim of many organizations before raising profits. These organizations should continue working in the market for a long time in order to attract more clients.

2- Magnifying the current profits:

Many companies and organizations seek to avoid an expected loss or compensate a damage for it by low pricing.

3- The largest marketing share:

Many companies seek to get the largest marketing share and this is what leads them low-pricing policy and achieving profits throughout the long term.

4- Setting a low price to beat the competitor

5- Setting a low price in accordance with governmental decrees.

6- Raising the price in order to be equal with the competitor because of the doubt in the low-quality product.

The companies vary in making the pricing policy as it is a strategic decision that affect the success and the failure of the company. Some companies assign this task to the financial administration while others assign this task to the pricing administration. The administration calculates the production costs in general to set the price and the rates of distribution rates, the expected profits and the expected expenditures.

I think that the pricing decision should not be a final one and it is based upon the law of supply and demand in the market. if the company sees that the price of the product is not that good because it's higher than the product of another competitor who offer the same quality at a low cost. The company, in this case, has to revise the pricing decision in a way that does not affect company's reputation, for example, makes offer for two months or during the company's ceremony of its establishment or the country national feast.

At last, the client is the one who sees if the price is high or low compared to the product or the product's ability to satisfy the client.

I think that many international and companies don't succeed in many African and Arab countries because they offer high quality products with high prices that the citizen can't afford in Egypt, Syria, Palestine and Yemen. This leads the citizen to buy the local products with low quality and sold at a low price.

There is a continuing debate if the company set the price and manufacture a certain product or it can manufacture the product of high quality and set the price afterwards.

I don't support both ways, but I see that both are right depending on the targeted market and the target audience.

1- The laws and regulations:

We can't neglect that the laws and the regulations that have to do with investment, taxes and customs plays a role in setting the price for the product.

2- The economic circumstances:

The Inflation, the recession, the economic openness and closure, the interest rate in the banks that have to do with the cost affect the price.

3- The political decisions

The political decisions of the president, the government, the ministers, the governors that are designed to set a margin for raising profits, organizing the competition to fight monopoly, or setting the prices in several activities. All these aspects affect the pricing decision. For example, the minister of tourism issues a ministerial decree to raise the price at any five-star hotel room to no less than 90\$ per night.

Sales agents training

As said, the sales agents play a big role in convincing the client to buy the product and they have a role in the buying process, so the sales agent should be professionally trained to deal with the public, answer the inquires and the questions logically, urge the client to buy the product that will meet his needs.

There is another type of buying; namely the online shopping that nearly 50% of buying are conducted remotely. The developed countries are the ones that come first regarding the online shopping. I don't exaggerate saying that online shopping is popular due to the lack of time, the increase of the work hours and the life demands.

There are some merits of E-Buying:

- 1- Saving time
- 2- Getting to know more about a lot of products without an effort
- 3- Shopping from any place around the world
- 4- The chance of buying the product is very high.

There are some demerits as in the following:

- 1- Unknown and uncredited resources
- 2- The product's standards aren't compatible upon delivery
- 3- Fraudulent shops
- 4- The difficulty of replacing the product
- 5- Taking a long time in shipping and delivery that can last for several weeks

The social marketing:

It is about appreciating the performance of many governmental authorities, such as Egypt post, the communication, the healthcare, the education. The social marketing is aimed at making the target audience realize the major problem such as the large population, the water problem, the electricity consumption, drug-addiction. Once they realize these problems, they have to help solving these problems that will affect him very clearly.

Some countries resort to the private sectors companies to provide the main services to the citizens and this is what is called privatization. The state gives the franchising right or partnership with big companies to help it providing the main services to the public easily. This will benefit the government as it will lead to the citizen's complacency either regarding its quality or bills- payment facilitation. There should be a contract signed between the government and the companies to agree upon the prices and preserve the public interest.

For example, the ministry of transportation agrees with Siemens, the German company to build some modern trains that will cost 70 billion dollars. Nowadays, the minister of transportation has suggested that an international company should run the railways section, especially in the time of trains accidents in Egypt.

Logistics

It is about supplying the companies with the raw materials and production needs that are used in the industry to manufacture the product. This product needs a place of storage and a means of transportation.

The companies may resort to mediating companies to take over the logistic works, such as the transportation companies and the general warehouses.

The logistic works is much more important when there is a long distance between the manufacturing factories and the sales centers or if the market is very big. The more professional is the company, the less costs they pay for the storage and the transportation.

Warehouse:

Every company should have many warehouses to store its products. These warehouses will be better than the independent mediating companies. These companies may raise the prices at any time if they calculate the long-term costs.

In Egypt, it's different in the biggest Egyptian companies and this is because of the low-cost. Using the warehouse in the far suburbs or the agricultural or desert roads let the companies pays a big sum of money in order to transport its products to the capital and the surrounding cities.

Transportation

Choosing the transportation means affects the price of selling the product, the time of its delivery, the way of its delivery and the status of the commodities upon its arrival.

Transportation is affected by several factors:

- 1- The geographical nature of the land
- 2- The pavement of the roads and the development of bridges and tunnels
- 3- The places of the sea ports and airports that are designed for shipping, unloading and storage
- 4- The weather and the climate

It is natural that the air- transportations is higher than the road-based transportation. This leads to the high prices of the commodities and the rise of the seaports leads to the increase of the trade and the ways of customs clearance. When there are many obstacles with regard to the cargo's delivery, this leads to the decreasing the rate of the trade in addition to not imposing delay fees that can lead to an increase of the product's prices.

The transportation means selection depends on the following:

- 1-transportation cost
- 2-transportation speed
- 3-the ability of the transportation means to carry a great deal of products.

4-the product safety during transporting the products.

The most popular transportation ways are:

1-air transportation

2-railway transportation

3-water transportation

4-vehical transportation

There are some criteria that affect the client's complacency regarding the governmental surfaces that are offered to the citizen:

1-there are several surfaces outlets in the governorates

2-there are a lot of surfaces offices to prevent the long waiting hours and crowding.

3-the effectiveness of the employees and surface providers and their ability to get the job done without teasing the citizens

4-the offices are equipped with all sets, tools and documents... etc.

5-the forms are clear for the citizens to fill them out

6-there should be consistent communication with the citizens after providing them with surfaces required to give him what he needs from modern pieces of information...etc.

Applying the retribution principle to all employees in the company, especially the ones who are responsible for the direct

marketing process, the marketing plan makers and the sales agents will help them to fulfill the company aims.

I would like to talk about a personal situation of an employee who works in, I believe, nonprofit- oriented place. This place is Heathrow airport in London where all employees are disciplined, committed and skillful ones. They are doing their best to provide the traveler with the best service without paying a dime. There are hosting you with smile as he directs you to your hall or answering your questions and it's important to say that many of them accompany you to your destination. If you are speaking Arabic or any other language than English, he seeks the help of an Arabic speaking friend. Everything is up and running and if there is something goes wrong; the airport administration will solve this problem. There are hotels in the airport at a very convenient price to avoid the flights delay or postponing it for one or two days and it is noteworthy that every room is full of everything in order to spend one or two nights joyfully.

The impact of technology on the employees' complacency

I think that the technological progress, nowadays, really affects the clients' complacency. It is easy to get in touch with the client consistently via E-mail or What's Up in order to provide him with pieces of information. If we consider his complacency and the problems and their solutions, the technology, by the direct and modern ways, has helped to increase the production

capabilities, the rate of default correction in addition to saving time, effort and money.

I Think that the technological progress in the field of banks heavily affects the client's behaviors. You can keep an eye of what's happening on your account by transferring the money in or out the country. You can also conduct all your transactions remotely instead of paying long time at the bank. There are some merits and demerits of the online services.

The most important merits are:

1-avoiding the long hours of waiting in the banks

2-saving effort and money

3-there are many Egyptian banks that do not have branches everywhere and you have to go to the remote branch.

4-avoiding socializing in the time of the pandemic.

There are demerits that can lead to the discontent of the client:

1-inaffective customer services either by phone or e-mail.

2-taking a long time to get the job done in the bank

3-no one is available to get in touch with about the transaction you conducted.

4-neglecting your complaint for more than one time without any reply.

The companies' social liability

The companies' social liability is, from my own view point, the most important thing the companies can offer to society and its country. No progress is witnessed in a certain society unless the private sector companies uphold its responsibility to serve the society. In all countries that witness a real progress, there is an efficient government that set a strategy to society to achieve its vision. There should be a private sector that works hard and provides what's needed to achieve the desired success.

In Egypt, the social liability of the companies has helped, in the last seven years, in boosting the diverse fields, such as:

- 1- Getting rid of Virus-C after Egypt was in the leading countries for being inflicted with such disease. The latest official statistics indicates that half of the Egyptian population is inflicted with this virus. The private sector plays a great role represented in the companies' social liability in cooperation with the government to fight this virus until Egypt has become free of this disease.
- 2- Building cities and house for the homeless in Egypt; namely the latest official statistics indicated that 15,000000 citizens lived in slum areas.
- 3- Supporting the charity organization that help the poor and take care of the orphans, such as Miser EL-Kheir institution whose budget is estimated at more than 1,000000 L.E thanks to the support of the private companies.
- 4- Leading campaigns against illiteracy and drug-addiction.

All these national projects are supported by the private companies and I don't see any negative point if these companies seek, as a part of being popular in the society, to benefit the homeland and the citizen so much. It has to be said that there is no shame to raise profits and boost its marketing apparatus.

The last chapter

I talk about the impact of covid-19 pandemic on the economic and the international marketing. When covid-19 breaks out, it badly affects the whole world, especially the governments that are affected for very long months since the beginning of the pandemic. Closing its economic and production facilities leads to bad consequences at many apparatuses, such as the economic apparatus.

The international economy has been affected by this pandemic and it doesn't lead to only the closure of the big organizations, but it closes the companies, restaurant and business enterprises. The rates of unemployment have gone up by more than 20%, so the economic and healthcare systems of many countries have been collapsed, such as India, Brazil and Greece.

Many economic experts have expected that the world will experience an unprecedented recession in the private sector. I will not pessimistically look at this topic, but it turns out the ordinary men into businessmen in addition to turn businessmen into multi-millionaires, especially those who care in the healthcare sector and the sanitizers.

The owner of the biggest websites, such as Facebook, Instagram, Twitter, Amazon and Ali papa raise a lot of profits in the time of pandemic that pose a great threat to the humanity.

- The lockdown that forces more than 190 countries to apply full or partial lockdown has badly affected the economic strategies, the business administration and the marketing.
- This pandemic has affected the marketing strategies as in the following:
 - 1- The inclination to online marketing and sales.
 - 2- The inability to buy the products from abroad, so that the international marketing has been badly affected.
 - 3- The citizen is inclined to search for vitamins, sanitizers and supplements instead of technology and clothes.
 - 4- The healthcare sector takes over the scene in the market by offering diverse services.
 - 5- Working from home is very popular around the world.
 - 6- This crisis has expanded the concept of risks and crises management in order to handle the difficult and unexpected situations.
 - 7- The prices of the many products have been changed because the public is no longer interested to buy them at all in the time of the lockdown. One of the popular sectors that have been affected is the tourism.

The most important point that makes the situation more difficult is that it is not known when this pandemic is going to end for good. It is, now, at the hands of God not the people.

- The investor is, in the time of the pandemic, worried, cautious, unstable and unable to take any risks because

he doesn't know what will happen tomorrow, what decisions shall be applied to him and he wonders if these decisions will cause him a great loss or not.

- The USA experiences an economic recession and it's followed by China and Europe. Christine Lagarde, the head of the European central bank announce that Euro's region is experiencing an unprecedented recession. She expects a recession that ranges from 5% to 12% out of 2021 income and the bank has put 750 billion Euros into the markets to face such disastrous crisis caused by this pandemic.

There are many countries, such as England and France pay more than 80% of the salaries during the lockdown on the condition that the companies should be fire its employees. The American government pay 4.7% trillion dollars; namely 20% of the national income to increase the economic liquidity.

There are many markets that are affected by the pandemic:

- 1- The labor markets
- 2- The transportation markets
- 3- Tourism
- 4- Vehicles and cars

It is expected that the rate of the unemployment goes to 200 million population around the world.

There are many sectors that make use of the pandemic:

- 1- The E-commerce
- 2- The medical drugs
- 3- The medical services, such as the analyses and radiology
- 4- The information technology

The companies of Amazon and Ali Baba don't get affected with the pandemic in addition to the companies, such as (Sinopharm- Pfizer- AstraZeneca). The companies of Microsoft and mobile and communication companies (Zoom- What's Up- Netflix) don't get affected with the COVID-19 pandemic.

We have to carefully study what happens in China regarding how it manages to defeat this pandemic and get back to normal life as soon as possible by getting the public to attend in the stadiums and the parties without wearing face masks or applying the social-distancing while registering cases that don't exceed the numbers of the one-hand fingers.

We have to study how the USA wasn't being able to provide itself with its medical needs, such as the medical equipment of face masks, gloves, sanitizers, the sanitizing equipment and it seeks the help of the neighboring countries.

Both cases need to be carefully scrutinized as it's not away from the thesis' main topic; namely the international marketing and its strategies and these countries have publicized themselves internationally.

Conclusion

At the end of the research paper, I would like to say that I have read, throughout the last months, a lot of book, research papers and I try to set my own vision and thoughts that I have gained either in or out Egypt. I am not seeking to add a new research paper or topic, but I will be glad to add a piece of information that can meet others' demands and help him to conduct a research or write a book.

I have done my best accepting criticism before praise. I also hope to add something new to science before I can be bestowed an honor of obtaining the PhD. I was a top student at the hands of great professor either in the university or life.