**GILBERT MUNEMO**

**ID: UD76006BMA85188**

**COURSE NAME: GLOBAL MARKETING**

**Student’s Profile**

**ATLANTIC INTERNATIONAL UNIVERSITY**

Table of Contents

[1 Introduction 3](#_Toc195106019)

[2 Components of Global Marketing and Their Relevance to the Modern World 4](#_Toc195106020)

[3 General Analysis 5](#_Toc195106021)

[4 Actualization 6](#_Toc195106022)

[5 Discussions 7](#_Toc195106023)

[6 General Recommendations 8](#_Toc195106024)

[7 Conclusion: A New Perspective 10](#_Toc195106025)

[References 11](#_Toc195106026)

# Introduction

Globalisation is making worldwide marketing a strategic imperative rather than a discretionary company activity. It affects how brands represent themselves, connect with diverse consumers and compete globally. Global marketing liberates and reinvents developing economies like Zimbabwe, where geopolitics, economics, and infrastructure prohibit market entry. Global marketing, according to Gillespie and Swan (2021), involves establishing value across cultures and tailoring marketing to different consumer groups. Zimbabwean companies seeking global success must recognise this. Zimbabwe's complex economy, currency volatility, targeted Western sanctions and undercapitalised export channels require global yet local marketing strategies. Kotabe and Helsen (2022) suggest worldwide marketing to avoid trade bottlenecks, attract diaspora markets, and attract value-based consumers abroad in politically limited countries.

Tanganda and Blueberry Zimbabwe show that local companies can satisfy world quality standards despite tough conditions. These instances show that companies require global marketing expertise to thrive and survive. This Zimbabwean study critically explores global marketing's components, operational uses, and strategic effects in a context of limited economic freedoms. Micro-enterprises in Zimbabwe are market-oriented, but legal and technological obstacles hinder them, say Chikerema and Makanyeza (2021). Zimbabwe is an ideal setting for trying global marketing approaches due to its entrepreneurial spirit and little structural support. The inquiry will also evaluate how digital platforms, regional trade procedures like African Continental Free Trade Area (AfCFTA) and changing consumer habits affect Zimbabwean businesses abroad. Zimbabwe's economic reintegration and reform are theoretically and practically affected by the question. Strategic positioning, digital adaptability and cross-border interaction reinvigorate national sectors for competitive participation in the 21st-century global economy.

# Components of Global Marketing and Their Relevance to the Modern World

Global marketing has several interconnected components that help companies flourish in global markets. Market research, segmentation, targeting, positioning, the marketing mix (product, price, place, promotion), cultural adaptability, global branding and digital integration are discussed. Kotabe and Helsen (2022) say these components support global firms' market-entry strategies, customer interaction models and competitive positioning across borders. This is important for Zimbabwean companies facing economic uncertainty, technology limits, and Western sanctions. Zimbabwean firms evaluate overseas market demand, regulatory requirements and competition through market research.

Gillespie and Swan (2021) say market information is the first step to increasing customer value in saturated overseas markets. Market research helps Blueberry Zimbabwe and Cairns Foods customise exports for COMESA and SADC. Zimbabwean exporters must acquire and employ industry-specific expertise to compete in Asia and Latin America due to market liberalisation (Alon et al., 2020). Zimbabwean enterprises target different market groups using segmentation, targeting, and positioning (STP). Local pharmaceutical businesses like Varichem segment regional healthcare markets by affordability and illness burden to make affordable therapies. Gillespie & Swan (2021) report that companies from India, Malaysia, and Brazil are pursuing price-sensitive groups in foreign markets. According to Mashingaidze, Bomani, and Derera (2021), Zimbabwean SMEs lack infrastructure and capital, limiting market penetration.

The marketing mix (product, price, place, and promotion) is carefully adapted globally. Coca-Cola tailors sweetener formulas and packaging to local tastes (Chakram, n.d.). Zimbabwean enterprises must adjust economic zone prices, investigate local distribution networks, and apply culturally relevant promotions. Haus of Stone uses WhatsApp, Facebook, and online markets to target diaspora and international customers. The corporation must balance global norms and local responsiveness for global marketing success. To succeed globally, Zimbabwean companies must internalise global marketing fundamentals while respecting each target market's unique qualities.

# General Analysis

Traditional marketing concepts and complex contextual factors impact global marketing in Zimbabwe. FDI limitations, macroeconomic volatility, limited international financial system access, and sanctions-induced geopolitical isolation are examples. Despite these obstacles, Zimbabwean companies compete globally through strategic realignments, regional cooperation, and digital innovation. According to Chikerema and Makanyeza (2021), Zimbabwean micro-enterprises are resilient and market-oriented despite institutional restrictions. As much as resource endowment, global marketing theory promotes adaptation and local understanding. As Zimbabwean companies expand internationally, global marketing becomes more vital. Trade and technology have boosted market connectedness, affecting how Zimbabwean companies see consumer participation abroad.

Global marketing changes when companies adapt to new cultures and operations and global competition (Chakram, n.d.). ZimTrade helps Zimbabwean exporters implement this procedure by building capacity to promote global standards and sustainable commerce. Zimbabwean retailers and agribusinesses utilised digital tools and e-market platforms after the outbreak. According to Rukasha et al. (2021), supply chain disruptions forced agricultural companies to work with regional logistics providers and employ mobile platforms for cross-border commerce. Kumar (2024) thinks post-pandemic global marketing needs digital agility and environmental consciousness. Zimbabwe's digital revolution is unequal. Internet penetration reached 60% by 2023 (POTRAZ, 2023), however infrastructural concerns, high data charges, and frequent power outages limit digital marketing.

AI-driven marketing provides precise client insights, but technological illiteracy and limited smart device availability in Zimbabwe inhibit its implementation, Soni et al. (2020). Also crucial in marketing is country image. Zimbabwe's political turmoil hurts its image abroad. Indigenous enterprises like Econet Wireless and ZimGold have acquired regional reputation by prioritising innovation, community development, and sustainability. According to Naylor et al. (2021), ethical and environmental brand architecture builds long-term trust even in politically marginalised locations.

# Actualization

Strategic agro-processing, technology, and creative industry advancements in Zimbabwe demonstrate global marketing. Local companies are using global marketing tactics to join regional and global markets despite structural and macroeconomic barriers such limited access to global financial systems, currency volatility, and foreign direct investment. This supports the premise that global marketing allows companies to react gradually to changing market conditions and competitive dynamics (Chakram, n.d.). Tanganda Tea Company in Zimbabwe practices worldwide marketing. Ethical consumers in South Africa, Botswana, and Zambia like the company's eco-conscious sourcing, bilingual labelling, and organic certification. Zimbabwean enterprises like Tanganda are market-oriented and leverage sustainability and cultural alignment to improve cross-border competitiveness, say Chikerema and Makanyeza (2021). For value, global marketing promotes knowledge acquisition and localisation (Gillespie & Swan, 2021). Digital outlets have helped Haus of Stone and Zarguesia expand globally. Through Instagram, Etsy and global fashion events, these companies engage diasporic and international consumers with storytelling, visual coherence, and cultural authenticity.

These Zimbabwean creatives show how digital platforms enable geographically disadvantaged businesses overcome entry barriers, according to Gillespie and Swan (2021). According to your reading, digital exchanges and local-global engagement boost international marketing (Chakram, n.d.). Blueberry International Zimbabwe has attended European and Middle Eastern trade events and received GlobalG.A.P accreditation to increase its agricultural market. These firms comply with foreign buyers' regulations and strategically modify pricing, packaging, and marketing. Kotabe & Helsen (2022) recommend optimising the 4Ps for several jurisdictions for worldwide marketing. Digital payments are limited by the Reserve Bank of Zimbabwe's foreign currency retention restrictions and PayPal's absence. Despite these obstacles, Zimbabwean companies are using worldwide marketing. Their endurance indicates that strategic adaptability can help politically and economically weak companies market globally.

# Discussions

Zimbabwe's global marketing offers dynamic local, national, and worldwide opportunities and difficulties. Global marketing boosts local economies, innovation, and jobs. Zimbabwean SMEs that market globally vary their products and get international customers, according to Mashingaidze, Bomani, and Derera (2021). International quality standards force local companies to increase manufacturing efficiency and customer service, boosting these benefits. Local enterprises struggle with inconsistent electricity, inadequate logistics, and low-cost capital. Underinvestment in Zimbabwean companies prevents them from aligning organisational resources with marketing goals, which is essential for global marketing success (Chakram, n.d.). Global marketing may boost foreign currency income, boost credibility, and diversify the economy.

Well-structured global marketing frameworks assist governments increase exports, innovation, and diplomatic contacts through trade alliances, according to Gillespie and Swan (2021). Zimbabwe joins COMESA and AfCFTA to leverage these benefits. The country's Western sanctions, political inconsistency, and regulatory ambiguity limit worldwide marketing. According to Chikerema and Makanyeza (2021), Zimbabwean companies are market-oriented, yet PayPal restrictions and foreign exchange controls limit their international potential. Global marketing fosters intercultural communication, transnational alliances, and product choice. Econet Wireless and Tanganda Tea are global brands thanks to branding, certifications, and ethical sourcing. Still, risks remain. Global marketing can homogenise cultures and exploit indigenous resources, especially when Western consumer ideologies dominate local norms, says De Mooij (2021). Rukasha et al. (2021) also observe global market volatility. The COVID-19 epidemic impacted Zimbabwe's agricultural exports, exposing businesses to external shocks and global supply chain instability. Global marketing might transform Zimbabwe, boosting innovation, competition, and integration. Maintaining these advantages requires institutional capacity, digital modernisation, and policy stability. Global marketing in Zimbabwe would be limited without addressing these underlying issues.

# General Recommendations

To improve Zimbabwean enterprises' worldwide performance, a multi-stakeholder approach must include infrastructure, education, regulation, and branding. National digital infrastructure upgrading is high priority. Despite expanded mobile coverage in Zimbabwe, data costs and network dependability remain costly for small and medium enterprises contemplating international marketing. Grewal and Levy (2022) say real-time analytics, multichannel communication, and e-commerce scalability require seamless digital contact in modern global marketing. Zimbabwe's government and telecom providers should offer tax advantages and public-private broadband infrastructure partnerships to promote digital competitiveness.

Secondly, institutionalise global marketing competence. Global marketing is dynamic and involves competence in international segmentation, positioning, and adaptive communication (Chakram, n.d.). Kumar (2024) stresses cross-cultural sensitivity, digital branding, and overseas market research training. Marketing programmes at Zimbabwean institutions should include overseas marketing credentials, e-commerce methods, and trade compliance training. ZimTrade and Zimbabwe Investment Development Agency (ZIDA) should support short-term industry-specific capacity-building.

Thirdly, Zimbabwe's trading system's core issues need immediate attention. Zimbabwean companies have strong market orientation, but cumbersome export procedures, slow border clearances, and unpredictable regulatory frameworks limit their global competitiveness, according to Chikerema and Makanyeza (2021). A Kenya- and Rwanda-inspired single-window digital export clearance system might reduce turnaround times and expenses. The government must emphasise international dialogue to lessen or eliminate targeted limitations on global banking systems and platforms like PayPal.

Finally, Zimbabwe's global marketing strategy must highlight product innovation and adaptive branding. Zimbabwean SMEs underperform in global retail because they ignore packaging and brand positioning, according to Mashingaidze, Bomani, and Derera (2021). Diaspora networks, global brand advisors, and regional collaborations are needed to connect product presentation with global consumer expectations through customer-centric design thinking. Your reading suggests that global branding demands balancing localisation and standardisation by integrating brand identification tactics into global marketing strategy (Chakram, n.d.). Policy reform, education, infrastructure, and creativity may help Zimbabwe become a worldwide marketing powerhouse. This comprehensive strategy is crucial to global visibility, competitiveness, and demand for Zimbabwean goods and services.

# Conclusion: A New Perspective

Global marketing in Zimbabwe's economy and society may need fundamental change. This article shows that Zimbabwean businesses, particularly SMEs, are quickly realising the benefits of global marketing in creating new markets, increasing brand visibility, and fostering innovation. Nakai Skincare, Blueberry Zimbabwe, and Haus of Stone are using global marketing strategies, a survey found. Their success validates Kotabe and Helsen's (2022) notion that global competitiveness requires market alignment and flexibility. Zimbabwe's national systems must be reformed to suit global marketing as power instability, policy inconsistency, and international sanctions endure. Kumar (2024), De Mooij (2021), and Chikerema and Makanyeza (2021) concur that digital global marketing requires technology readiness, cultural knowledge, and market responsiveness. Zimbabwe's young population and expanding digital penetration might create a new brand with solid policy and infrastructure. Zimbabwe might become a global leader in culturally integrated innovation, blending African aesthetics, sustainable manufacturing, and digital platforms.

This paper also highlighted that global marketing is a corporate strategy, diplomatic tool, and development tool. Global branding can shift attitudes, fight prejudices, and give marginalised economies soft power capital, say Gillespie and Swan (2021). Thus, Zimbabwe's reengagement must include global marketing in trade diplomacy and position enterprises as cultural ambassadors of resilience, ingenuity, and progress. By investing in export capacity, digital training, and strategic partnerships, Zimbabwean companies might increase their global market share in agro-processing, fashion, and artisanal products by over 35% in five years. African platforms like Afrikrea, TradeDepot, and Alibaba's Africa Gateway increase this estimate. Thus, Zimbabwe's global marketing future hinges on scholarly understanding, regulatory reform, and a shared national goal to make local enterprise worldwide.

# References

Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2020). *Global marketing: Strategy, practice, and cases* (2nd ed.). Routledge.

Chakram, N. (n.d.). *Marketing management*. [Unpublished lecture notes].

Chikerema, L., & Makanyeza, C. (2021). Enhancing the performance of micro‐enterprises through market orientation: Evidence from Harare, Zimbabwe. *Global Business and Organizational Excellence, 40*(3), 6–19. https://doi.org/10.1002/joe.22089

De Mooij, M. (2021). *Global marketing and advertising: Understanding cultural paradoxes* (5th ed.). SAGE Publications.

Gillespie, K., & Swan, K. S. (2021). *Global marketing* (5th ed.). Routledge.

Grewal, D., & Levy, M. (2022). *Marketing* (8th ed.). McGraw-Hill Education.

Kotabe, M. M., & Helsen, K. (2022). *Global marketing management* (9th ed.). Wiley.

Kumar, V. (2024). *International marketing research: A transformative approach*. Springer Nature.

Mashingaidze, M., Bomani, M., & Derera, E. (2021). Marketing practices for small and medium enterprises: An exploratory study of manufacturing firms in Zimbabwe. *Journal of Contemporary Management, 18*(1), 482–507.

Naylor, R. L., Hardy, R. W., Buschmann, A. H., Bush, S. R., Cao, L., Klinger, D. H., ... & Troell, M. (2021). A 20-year retrospective review of global aquaculture. *Nature, 591*(7851), 551–563. https://doi.org/10.1038/s41586-021-03308-6

POTRAZ. (2023). *Postal and Telecommunications Sector Performance Report: First Quarter 2023*. Postal and Telecommunications Regulatory Authority of Zimbabwe. <https://www.potraz.gov.zw>

Rukasha, T., Nyagadza, B., Pashapa, R., & Muposhi, A. (2021). Covid-19 impact on Zimbabwean agricultural supply chains and markets: A sustainable livelihoods perspective. *Cogent Social Sciences, 7*(1), 1928980. https://doi.org/10.1080/23311886.2021.1928980

Soni, N., Sharma, E. K., Singh, N., & Kapoor, A. (2020). Artificial intelligence in business: From research and innovation to market deployment. *Procedia Computer Science, 167*, 2200–2210. https://doi.org/10.1016/j.procs.2020.03.271