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**My understanding of the course International Market**

International market is the selling goods and services outside seller’s home country and is very important because it opens your business to larger, international consumers and so if your product benefit customer from far places why limit that to one place? And that is advantage of international market

The difference between local and international market are many but the major difference which we can mention for is here local market target local or specific area while international market target across the global another difference is local market its fall under one law for that specific area while international market falls under many laws for different global or country and third difference is local market involves one dominant language while international market involves many different languages.

**Characteristics of international market**

* Involves many countries minimum it must involve money countries or two countries
* It needs very high-level expertise team and more knowledgeable.
* Its every specific policy and strategy which is different for any other country
* It involves import and export all countries
* It requires long term planning minimum 10 years plan and strategy

**Benefits of international market**

International markets has many benefits such follows

1. Gives new chances to companies in order to generate more revenue
2. Gibe business to gain a competitive advantage in foreign markets
3. encourages international cooperation between businesses in different countries and different continents
4. encourage cultural and social diversity and gives different people to interact

 **Barriers of international market**

International market has a lot many barriers and obstacles and the list as follows according in to observations

* Cultural, language and norms differences for people who are dealing
* competition is very high and there is no monopoly
* its complicate to managing diverse economic conditions
* Logistical challenges, like difficulties in coordinating activities in different time zones or shipping

## To implement international marketing strategy

* It Conduct market research to understand local audiences and trends , Find and analyse your competitors using SWOT analysis and Understand your target audience, so that you can find the best ways to engage with it

This is my understanding in international market after I watch the video and I do research I find in this information

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