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International Marketing

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INTERNATIONAL MARKETING

Information about Canada (Foreign Country)

Location

Canada is located in the Northern half of North America and she cuts across the width of the continent. Toward its West, she is lined by the Pacific Ocean and to the East she is bound by the Atlantic Ocean. The Artic Ocean borders Canada to the North and in her ~~Southern region~~ ^{to the South} is the United States. Canada is considered the second largest country in the World after Russia and its capital city is Ottawa.

Culture and Language

Canada is a diverse nationality with most of her citizens comprising the Europeans and the British. Different nationalities have influenced her cultures and traditions from the USA, British and French and her indigenous nationals. Canadian upholds social justices, equality, inclusiveness and fairness as her core values and the whole country is built and directed under these values (Fearon 2003). This can be witnessed in the mode of the country's governance through factors such as redistribution of wealth through high taxation, ^{legalization} ~~legislation~~ of homosexuality marriage, provision of public health care and ^{the} ~~abolition~~ of capital punishment. Over the years ~~until to date~~ Canada has been known for her kind nature and accommodating other cultures ^{which led to} ~~hence~~ increased immigrants in Canada. ~~(Similar to United States and other Western countries, Canada clothing is pretty much the same as those countries.)~~ ^{Remove sentence}

English and French are the two official languages in Canada. English consists of 60% speakers making it the most popular language in the country. Historically,

Canada has been generous and allowed ~~so~~ many immigrants in the country (hence increased speaking language in the country with other languages being) Chinese, Spanish, German, Punjabi, Italian and Swedish.

↖ rewrite that part

Etiquette and customs

It is normal for the country to have a diverse culture due to its large geographical area ~~hence~~ so many citizens. It is amazing how Canadians are normally very tolerant, ~~so~~ polite and relatively informal. In the region of Quebec which is primarily dominated by ~~the French rather than the British influence~~ ^{-speakers}, it is normal ~~to~~ greeting an individual by kissing both left and right cheeks which is contrary to the rest of ~~other parts~~ ^{greeting with} of the country ~~is always a handshake~~. Having good manners ^{is} very significant when interacting with a Canadian national. When having dinner or any kind of meal remember to be fairly informal and ~~one~~ ask questions concerning dishes or even refuse a dish if you don't want to eat. Always remember to say please or thank you and when invited remember to carry a bottle of wine, flowers or chocolate. Children are required by the ~~Law~~ to attend school from the age of six up to sixteen. For criminal offenses children under the age of 12 cannot be convicted ~~but~~ yet their parents are made financially responsible for it. It is also important to note that business meetings vary from region to region in Canada therefore, it is important to carry out research before a meeting and use the right handshake and maintain eye contact for a successful business meeting.

Religion

According to the constitution every individual has a right to worship.

~~Furthermore~~ the diversity of its inhabitants has made the range of religion so diverse. 65% is the estimated number of Christianity ⁵ making it the majority ^{religion} and now 24% of

percentage
 Canadians consider themselves Atheists. This has risen over recent decades. In addition, a smaller percentage also consists of the Muslims, Hindus, Jewish, Sikh and Buddhist.

Political and Legal Information

important
 It is significant to analyze the political nature of the chosen country to enable any entrepreneur to determine suitable means to gain access into the Canadian market and run a successful a business. Canada has established a federal system and has a parliamentary democracy. Queen Elizabeth is regarded a figurehead since her powers are limited in the government despite her being the head of state. This, therefore, makes Canada a Monarchy. In the years 1967 and 1982 Canada became attained self-governance and ended its colonial ties with Britain respectively but still maintained her membership of the Commonwealth Nations. Canada has a dual nationality comprising of French Canada and English Canada.

The Canadian Governance is guided by the peace, order and good governance. Canadian political cultures has not gone through any revolutionary change, rather slow and worked out talks between interested groups making compromise and tolerance where necessary to maintain the core values that govern the whole country. The concept of national unity among her inhabitants. Quebec wishes to maintain control and preserve its distinct nature while the Western region has a desire to have full control over the country's overall resources, specifically the energy reserves. Over the years Canada has been ranked the most liberal country compared to other western countries.

↑
 by whom?

new paragraph

Legal System: *over all* Federal Jurisdiction and *English common law* any other provinces and territories apart from Quebec, *is* the English common Law *legal* is applied for all *the* matters, from criminal justice, to business and any other *issue* *within those jurisdiction*. On the other hand Quebec is controlled by *the* Civil Law which is derived from the Custom of Paris in pre-revolutionary France. International Court of Justice jurisdiction is accepted in Quebec. *expected* 18 years and above citizens are *expected* to vote except the Chief Electoral Officer and the Deputy Chief Electoral Officer.

Economics

Canada is considered one of the richest countries in the world. This is because *of* her membership in the Organization for Economic Co-operation and Development Group. *The* Her economy is very diversified and *full of* vibrant growth. Her economic freedom is considered of highest level in the world and its economy market-orientation and *reference* production systems are similar to those of the United States. The living standards of her inhabitants are greatly advanced *with a* and reduced level of poverty. The country has been positively impacted since the World war II. It has developed from a rural economy to *an* industrialized and urban country making *Canada* her a developed country. This massive growth has been witnessed in *the* manufacturing, mining and service industries. Canada's main export products are automobiles, oil, minerals and natural forest products. United States is the country's main export market and *but Canada* it is always open to other global markets.

Technology

The term technology is very diverse and it is defined differently by many scholars *based on their research and finding*. Human beings use technology to make

^{lives} their life easier and this has always been the ^{motivating} ~~motivation~~ factor towards innovation and ^{the} ~~invention~~ of machines and equipment to ~~help human beings live an easy life.~~
 Therefore, in Canada the indigenous people created different ^{types} ~~samples~~ of canoes to assist them in travelling ^{depending on} ~~with regards to~~ the water body they used. After so many years and colonization, the emergence of new ideas (~~Technology~~) changed the manner in which her inhabitants did their activities. This affected mainly the agricultural machines, the railroads and advanced forms of shelter. Currently Canada maintains first position in technological advancement in the energy, communication and transportation sector.
~~← speak more about current Technological Innovations~~

NUTRABOLT (Company)

Today most people are conscious of their health especially with the increase in chronic diseases affecting young adults. According to the World Health Organization ~~sensitization~~, living a healthy life is very significant and exercising is one of the ^{most} important things that one can engage in to maintain a healthy lifestyle. Physical exercise and good nutrition is one of the ways to keep your calories in check (Galvan 2015). Nutrabolt ~~therefore~~ is dedicated to ensuring that its clients achieve this healthy lifestyle by providing high quality products that ^{exceeds} ~~exceeds~~ their expectations. The company has its headquarters in Austin, Texas and ^{operates} ~~operating~~ in other countries including Canada. Its newly established ^{headquarter} ~~headquarter~~ "State-of-the-art" shows the company's spirited culture. This newly ~~headquarter~~ ^{headquarter} has ~~a~~ highly developed working out facilities, zen garden and a café. Nutrabolt is an amazing company to work ^{for} ~~and~~ its very conscious of the well being of its employees.

according to whom ?? (The company is the most respected nutritionist and life science company in the world.) It is highly established and with highly motivated employees. It creates and delivers superior products to their clients and helps to improve life fitness. The company is aimed at building schools through guiding students to establishing a healthy life. This also helps in increasing school's resources.

Mission

Building great communities through *gym?* having an unwavering commitment to innovation and service delivery

Goals

1. Building muscles
2. Improving sports culture
3. Weight loss

Product

C4-This pre-workout product has proved to be very efficient to most of the company's clients and making most of the athletes to achieve their goals. It has been very effective from the beginners to the already established athletes. As the America's number one selling pre-workout product the company has always been motivated to be more creative and innovative *in order* to satisfy their clients most efficiently. Since its launching in the year 2010 the product has had positive response and a lot of recommendation from the users, competitive athletes, gym junkies and weekend warriors. (For the last 5 years since it innovation the company has continued to *revitalize* experience completion but it is still one of the top pre-workout products in America.) *Sentence!* It absolutely helps clients unlock their potentials.

Components

1. 150mg Caffeine

2. 1g Arginine AKG
3. 1g Creatine Nitrate
4. 1.6g CarnoSyn

Marketing Entry Strategy

Global economy is a very complex system that requires a lot of creativity and innovation from entrepreneurs. Venturing into a foreign market can be very challenging hence the company will be required to carry out adequate research when venturing into the Canadian market to be able to establish and run a successful business in ^{the} a long term.

This enables the company to achieve its long term goals and still maintain their position as the number one nutritional life science. Carry ^{company} out a research also means that the company is able to budget its finances ~~prior to enable it~~ establish suitable goals geared towards the success of the company.

Direct Exporting: This is a very strategic market entry plan for the company compared to other forms of market entry ^{or such as?} mainly franchise or partnership. The company will have sole ownership and direct control over its operation hence improved accountability in the organization. Direct exporting means that the company will have to transport the products directly to various stores ~~hence~~ it will be easier for the company to make follow up on the progress of the company by maintaining and keeping track of the company's profits through ~~the~~ sales.

Through direct interaction with their clients the company is able to acquire more information that will be significant to the company in the long run. The company will have to acquire more information about the market by talking to friends in Canada or use of intermediaries who would talk to the clients directly and

give feedback to company. This also enables the company to gain direct access to the market and ~~able~~ to build sustainable relationships with all its stakeholders. Exporting the products directly to Canada ~~with~~ ^{can} also help the company ~~bridge~~ ^{reduce} any forms of unethical behavior such as counter fit ~~goods~~ ^{goods} that might ~~lead~~ ^{lead} to downfall of their product. In addition, this strategy also enables the company to be more creative and innovative since it is able to easily identify gaps in the market and satisfy the customers' needs most efficiently. ~~A part~~ ^{apart} from the shipping logistics involved in Direct Exporting, the company will still have a smooth transition in the Canadian market and satisfy its consumers most effectively ^{and be} ~~hence~~ able to obtain competitive advantage over the shortest time possible.

Political and legal considerations: Canada and the United States share the most suitable bilateral trade relationship than any other country in the world. This relationship has been extended to ~~ensuring~~ ^{ensure} that there ~~is~~ ^{are} law enforcements and security that ensures smooth business with these countries and that as a the company is planning to venture into the Canadian market it should confine to the federal laws that govern the parts of the country or the Quebec Civil Laws that govern this region for a smooth transition and avoid problems. The company is otherwise lucky to any the free trade between these two countries hence is bound to experience very minimum or not trade charges at all.) & makes no sense, rewrite

Economic Factors: Thorough ~~there~~ ^{their} bilateral relations, Canada and US have continued to provide jobs to millions of ~~their~~ ^{the} citizens in the border ~~hence~~ increasing the rate independency ^{ng} among their citizens. The North American Free Trade Agreement has improved trade among the two countries: United States, Mexico and Canada ~~hence~~ improving the mobility of labor market across the borders without a lot of difficulties. Having all this information ~~therefore~~, the company will be able to

identify the average of their target market income, hence establishing prices that are market friendly hence the ability to attract and retain potential clients as soon as the establishment of the company. Moreover, the company is also able to attract highly competent professionals hence the company's overall success.

Distribution Channel: ^{Through} In the Direct Exportation, the company is able to identify potential middlemen who are used as the "contact" person. Through them and prior market research, the company is able to deliver goods directly to the clients through various stores in the country. This way the company gathers direct feedback concerning their products and is able to attain the target sales they had set in the initial stage of establishing the company. Also can will distribute its products through direct interaction with friends in Canada.

Marketing strategy

Advertising: Traditionally, creating awareness of the company's products through various means was considered very important in the success of the organization (Baker 2014). Carrying on with this tradition, the company will vibrantly be engaged in thorough advertisement of company's products through the newspapers, magazines, television, radio and journals. Many people today have information about various products at the tips of their hands. ^{through mobile devices?}

Social Media: The vast growing technology, marketing has been made so easy and companies are able to reach their wide target market range with the shortest time and in an interactive manner. ^{← rewrite} The company will use social media platforms such as Twitter, Facebook and Instagram to inform its consumers. With the evolution of smartphones, people have information at their finger tips and therefore able to access any information they desire. Through short adverts that pop up when scrolling

your strategy sounds like B2B is that what you're proposing? if so not Direct Exports

advertisements

through the internet, consumers will be able to gather information the company's products.

Corporate Social Responsibility: Being involved in the community will create awareness of the company. The company will engage in activities such as building of social amenities, fundraiser activities and even offering scholarships to students from less fortunate families. When the community feels loved and appreciated, they will definitely want to be associated with that particular company hence this is the most suitable strategy for the company to expand its market (Crane & Spence 2013).

Promotion Strategy: The Company will participate in a lot of trade shows which will be geared towards ensuring that the company is ^{communicating} communicated to the clients. This will create awareness of the company's products, ^{and} hence increasing customer loyalty. In addition, the company will engage in provision of coupons and free samples to encourage ^{new} more consumers. Being a nutritional science company, it will build trust among its consumers ^{through} on the effectiveness of their product.

CONCLUSION?