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Besonderheiten Internationaler Marktforschung (German Edition)

Nadine Hardt

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Besonderheiten Internationaler Marktforschung (German Edition) Nadine Hardt
Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Verwaltungs- und Wirtschafts-Akademie Dortmund, Veranstaltung: Internationales Management, Sprache: Deutsch, Abstract: Es gibt viele verschiedene Auslöser dafür, dass Unternehmen zunehmend nicht mehr nur den Heimatmarkt bearbeiten, sondern ihre Aktivitäten auf Auslandsmärkte ausweiten wollen. Die Bildung von großen Wirtschaftszonen, wie z.B. des europäischen Binnenmarktes, dem Mercado de Común del Sur (Mercosur), der South African Development Community (SADC) oder der Association of South East Asian Nations (ASEAN) aber auch die Deregulierung einzelner Wirtschaftszweige haben die Internationalisierung der Unternehmen vorangetrieben. Aufgrund dieser fortschreitenden Internationalisierung in der Wirtschaft sollten sich Unternehmen nicht mehr nur auf den Heimatmarkt konzentrieren. Die Ausweitung der Unternehmenstätigkeit auf ausländische Märkte hilft oft nicht nur die Existenz des eigenen Unternehmens sicherzustellen, sondern auch das Gewinn- und Wachstumspotenzial zu nutzen, das einem ausländische Märkte bieten können. Um diese Potenziale nutzen zu können, ist eine gezielte Vorgehensweise und das Treffen wichtiger Marketingentscheidungen auf Basis der zuvor betriebenen Marktforschung zwingend notwendig.

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