

# Markets & Market Entry Strategies



*Pexels.com*



# Markets

- How would you complete the sentence? A market is ...
- Can you name some markets that affect your daily life?
- When is demand for a product high?
- When is the supply of a product high?
- What factors apart from supply and demand can affect prices?

# Market entry strategies

- Ford cars are produced in many countries but the 'nationality' of the company is American. Discuss what products you use, their brand and/or model name and nationality, e.g. your computer, phone, car or other vehicle, favourite clothes brand, food or drink.
- How do foreign companies get their products into your country?
- What are some of the risks and opportunities facing companies when they enter a new market?



Listen to Dr Dennis De and take notes of the specific advantages and disadvantages for these six entry strategies:

1. Indirect exporting
2. Direct exporting
3. Acquisition
4. Greenfield development
5. Joint venture
6. Franchising