

International Marketing

Objective 1

Feedback on country choice

Group name: KYBIJ

Your country choice: Yes - a promising choice

Feedback on country choice

Ok – America but this market is mature and quite competitive. This means the marketing strategy will have to be clear and well thought through to be effective.

Feedback about product

What about the product – is to explain something about the product

Feedback on presentation

1.52:1.57 – good timing

Reduce the words on the slides

Avoid yellow – hard to look at. Uncomfortable on the eyes

Think about brief – what is the objective