



**SILESIAN
UNIVERSITY**
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

Silesian University
School of Business Administration in Karviná

Seminar paper – workshop

International Marketing
Summer semester 2018/2019

Topic:

Name(s):

Date:

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1 Information about the company

Write a short information about the company. What is their vision, mission, values.

Describe the value of their product to customers.

2 International strategy

What markets should they choose for their business?

What strategy should they pursue?

STP process.

3 PEST analysis of chosen markets

Do a short PEST analysis for your chosen markets.

4 International marketing mix

How should the company adapt their product?

What communication should they aim for?

How are their products going to be available?

Choose a pricing strategy.

Sources