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THEORETICAL FOUNDATIONS OF BUILDING AN INTERNATIONAL MARKETING STRATEGY

The intensification of globalization processes contributes to the creation of conditions for the development of international economic relations. This development is accompanied by an increase in the influence of transnational factors on the functioning of international business entities, growing international competition and the active use of Internet technologies. In such conditions, it is increasingly important for companies to use international marketing strategies to expand their activities both in domestic and foreign markets.

When formulating a marketing strategy, one can distinguish between input and output elements. Input elements include factors of the marketing environment and the firm's goals, the analysis of which precedes the development of a marketing strategy. The output elements include strategic decisions on the marketing mix, which includes the components of marketing - product, price, distribution and promotion. The main task of the marketing strategy is to align the marketing goals of the company with its capabilities and customer requirements, to use the weaknesses of competitors and its own competitive advantages.

The characteristic features of the company's marketing strategy are manifested in the fact that it is long-term oriented; is a means of realizing the company's marketing goals; is based on the results of marketing strategic analysis; has a certain subordination in the hierarchy of enterprise strategies; determines the market direction of the company's activity.

Marketing strategy is an important component of a company's overall strategy, which includes goals, resources, and the business environment. When choosing a strategy, the peculiarities of the enterprise's economic activity, its development prospects and key priorities play an important role. At the same time, it is important to determine the key stages of the formation of an international marketing strategy.

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