

The University of Agder
FACULTY OF Economics and Social Science

E XAM MF 401

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MF 401
International Marketing

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Please use your best handwriting
Answer both parts of all three problems

Fraank Ltd.

Many of Ellen Fraank's friends were getting married while she went to college. For her friends it was by far the biggest decision and the most important event that the happy couple had experienced so far.

However, Ms. Fraank also observed that planning a wedding and getting through the event itself can be a bit overwhelming for the couple as well as for their parents. There are so many pieces that need to fit together and so many things that need to be done. This can result in long lasting discussions, tradeoffs and indecision, which can cause frustrations, conflicts and disharmony in the families. Disharmony and happiness are incompatible bed fellows; especially when it comes to weddings. There was a problem and an opportunity.

This gave Ms. Fraank some ideas for a new business. Having attended a number of weddings and realizing the complexities and frustrations involved, she decided to start a new firm helping people plan and execute weddings. As a professional consultant she takes care of all the things needed for a good event. She usually gets involved several months before the wedding and her job is not done until life gets back to normal after the big day. She is concerned about quality; creating a perfect event for the families involved while at the same time keeping costs at a reasonable level.

After five years in business she is able to draw on the talents of a skilled staff and a network that she has worked with over the years. The business is quite successful in the home market and she is now looking for new possibilities internationally.

Ms. Fraank does not have much international experience, but her firm knows how to plan weddings. After a seminar on international marketing she realizes that going international may require that she thinks about her international business differently than she does for the home market. She renamed her firm and is now marketing her services as

*Fraank Ltd.
International Wedding Planners:
Anywhere, Anytime, Anything.*

You may assume that Ms. Fraank's home market is the same as your country of origin. For example, if you are from China, then going international would be going from China to a different country/culture.

1) Cultural differences:

- 1a) Present Ellen with relevant theory about cultural differences?
- 1b) Apply this theory to the situation that Fraank Ltd. is facing

2) The market strategy:

- 2a) Present relevant theory about marketing strategy
- 2b) Apply this theory to the situation than Fraank Ltd is facing

3) Product development:

- 3a) Present relevant theory useful for new product development.
- 3b) Apply this theory to Fraank Ltd as Ellen seeks to develop her offering for an international market.

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