

## CFAM6.2.2

### Establish the business case and marketing plan for distributing products/services to international and/or diverse markets



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#### Overview

This is about establishing the business case and associated marketing plan for distributing products/services to international and/or diverse markets. It includes making an assessment of the market potential (covering such as demographic, geographic and economic issues, and technology), and preparing a market entry strategy and plan addressing all relevant aspects of the marketing mix.

This unit is recommended for marketers involved in developing marketing plans for developing international and/or overseas markets. Such marketers might be employed directly by the organisation seeking to market its products/services, or work for an agency/consultancy.

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#### Performance criteria

- You must be able to:*
- P1 define and agree the marketing objectives for distributing to international and/or diverse markets
  - P2 assess the markets available to the organisation and the size of the opportunity within each
  - P3 evaluate the market potential for the organisation within identified markets, the resources and investment required to achieve the potential and the risks to the organisation associated with entering the markets
  - P4 agree the volume of sales sought, and the number and types of markets to be entered
  - P5 identify the impact upon the organisation of realising the targeted volume of sales, in terms of the resources and investment required
  - P6 examine and agree the strategy for entering the identified markets, assessing the relative costs and benefits of possible options
  - P7 assess and agree the customer groups to be targeted, matching their buying characteristics and needs to the organisation's products/services, based upon a realistic assessment of their purchasing potential
  - P8 determine the extent to which the organisation's marketing mix needs to be adapted to meet the requirements of the target market(s)
  - P9 present a reasoned rationale for the proposed marketing mix, and agree a marketing plan for distributing to the target market(s)
  - P10 agree the resources required for marketing and servicing the target markets
  - P11 present and agree the business case and marketing plan for distributing to the selected markets, including the forecast return on investment

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 the indicators of market potential to be considered, including demographics, geographic characteristics, economic, technological and socio-cultural factors
- K2 different ways of entering markets, and their implications for an organisation upon commitment and risk, as well as the potential for control and profitability, including exporting, joint ventures and direct investment
- K3 the topics to be covered within a marketing plan
- K4 the components of the marketing mix, including the products/services, pricing, promotions, packaging and distribution, and the factors to consider when deciding the marketing mix for different markets
- K5 principal organisational structures for marketing to international and/or diverse markets, including export departments/international divisions, and their relative merits

*You need to know and understand:*

##### **Industry/sector specific knowledge and understanding**

- K6 sources of information regarding trends and developments within different markets for the industry/sector
- K7 legal, regulatory and ethical requirements affecting the marketing of products/services to the target markets

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K8 the target market's economic environment, trade systems and political-legal environment relevant to the products/services to be marketed
- K9 the cultural characteristics of the customers within the target market
- K10 the organisation's relevant products/services
- K11 the organisation's culture and capacity to develop international and/or diverse markets

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### Additional Information

#### Behaviours

1. You identify the range of elements required for establishing a business case and marketing plan, and how they relate to each other
2. You anticipate likely future scenarios based upon a realistic assessment of marketing trends and opportunities
3. You articulate the assumptions made, and any risks involved, in developing the business case and plan
4. You take into consideration the relevant requirements of colleagues and other stakeholders
5. You make appropriate information available promptly to those who need it
6. You present information clearly, concisely and accurately

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**Relevant occupations** 1132 Marketing & Sales Managers  
3543 Marketing Associates

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**Suite** Marketing

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