



An international marketing strategy for Black Sheep Brewery in Australia

Stefanie Aulenbach

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Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, University of Sunderland (New College Durham), 17 entries in the bibliography, language: English, abstract: 1. Introduction "International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives." (Onkvisit and Shaw, 1997) This report analyses the Black Sheep Brewery and gives recommendations on international expansion. It will analyse four pre-selected possible new markets, (Canada, Japan, South Africa and Spain) recommend one of them for future expansion and outline a market entry strategy and a marketing mix for this new market. The author is a consultant employed by New Paradigms Research Organisation. According to McCarthy and Perreault (1994) a 5 step approach has to be implemented to find a new potential market: 1. Defining the problem 2. Analysing the situation 3. getting problem-specific data 4. Interpreting the data 5. Solving the problem In order to find the best potential market for the brewery the author has to examine the different potential countries in consideration of their accessibility, market size and profitability. Furthermore recommendations due to the market choice, the market entry strategy and the marketing mix will be given.

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