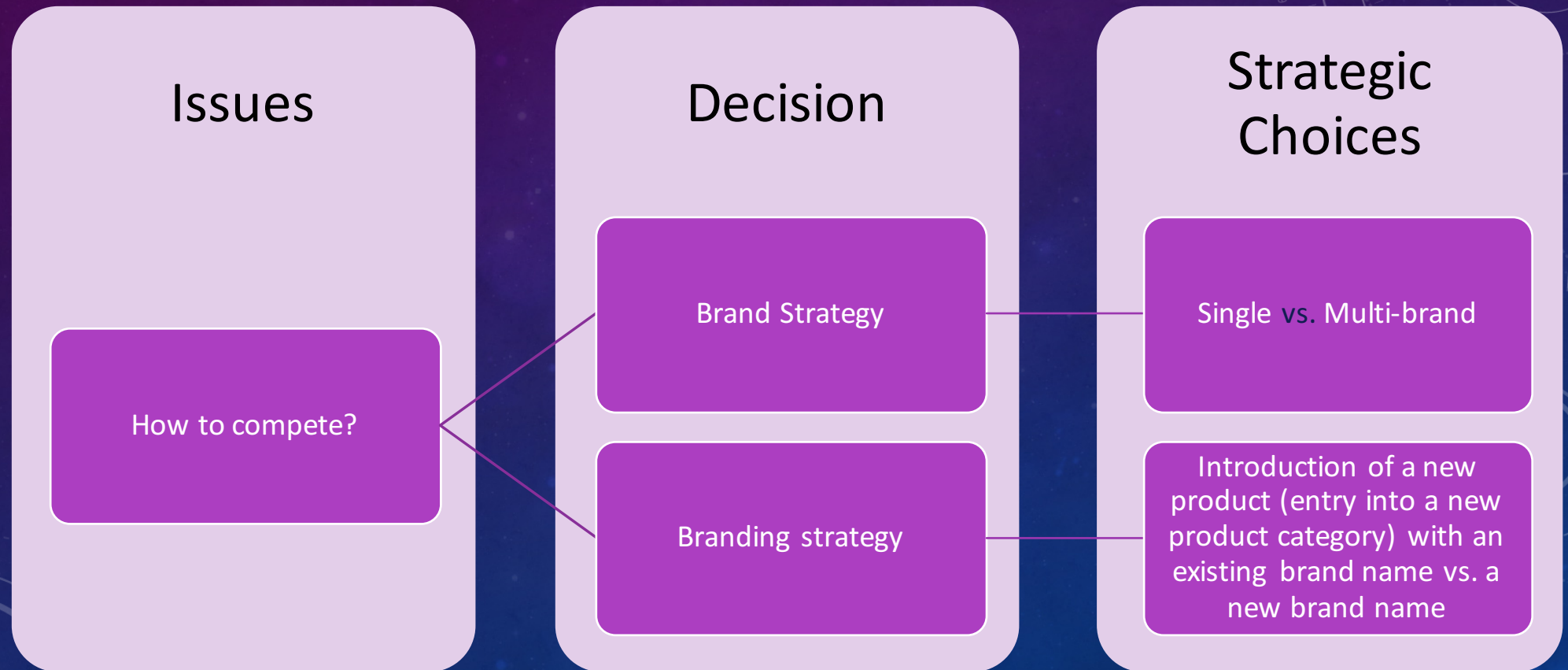


The background is a dark blue gradient with faint, light blue circular patterns and numbers. The numbers are arranged in a circular sequence, starting from 140 at the top and increasing to 260 at the bottom. The circular patterns consist of concentric circles and dashed lines, some with arrows indicating a clockwise direction. The overall aesthetic is technical and modern.

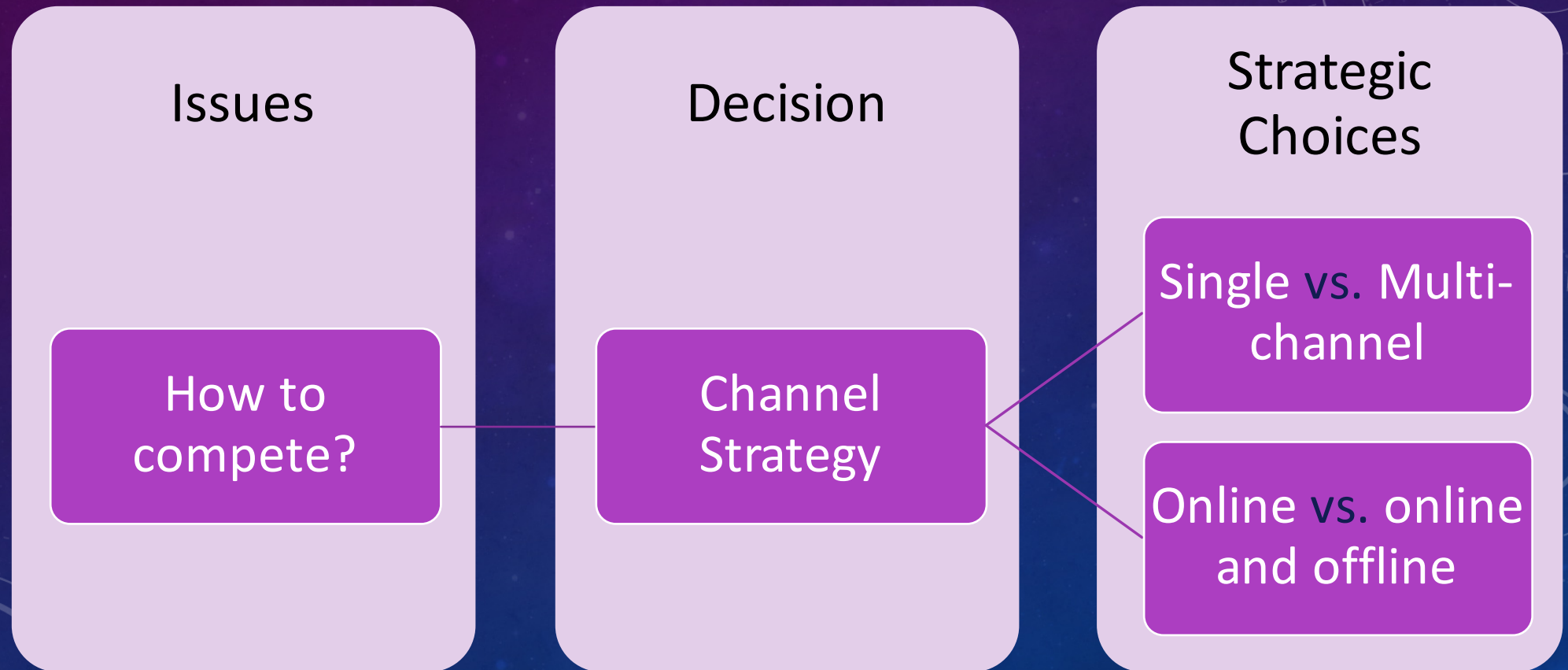
# STRATEGIC MARKETING ISSUES

SOUMYA SARKAR

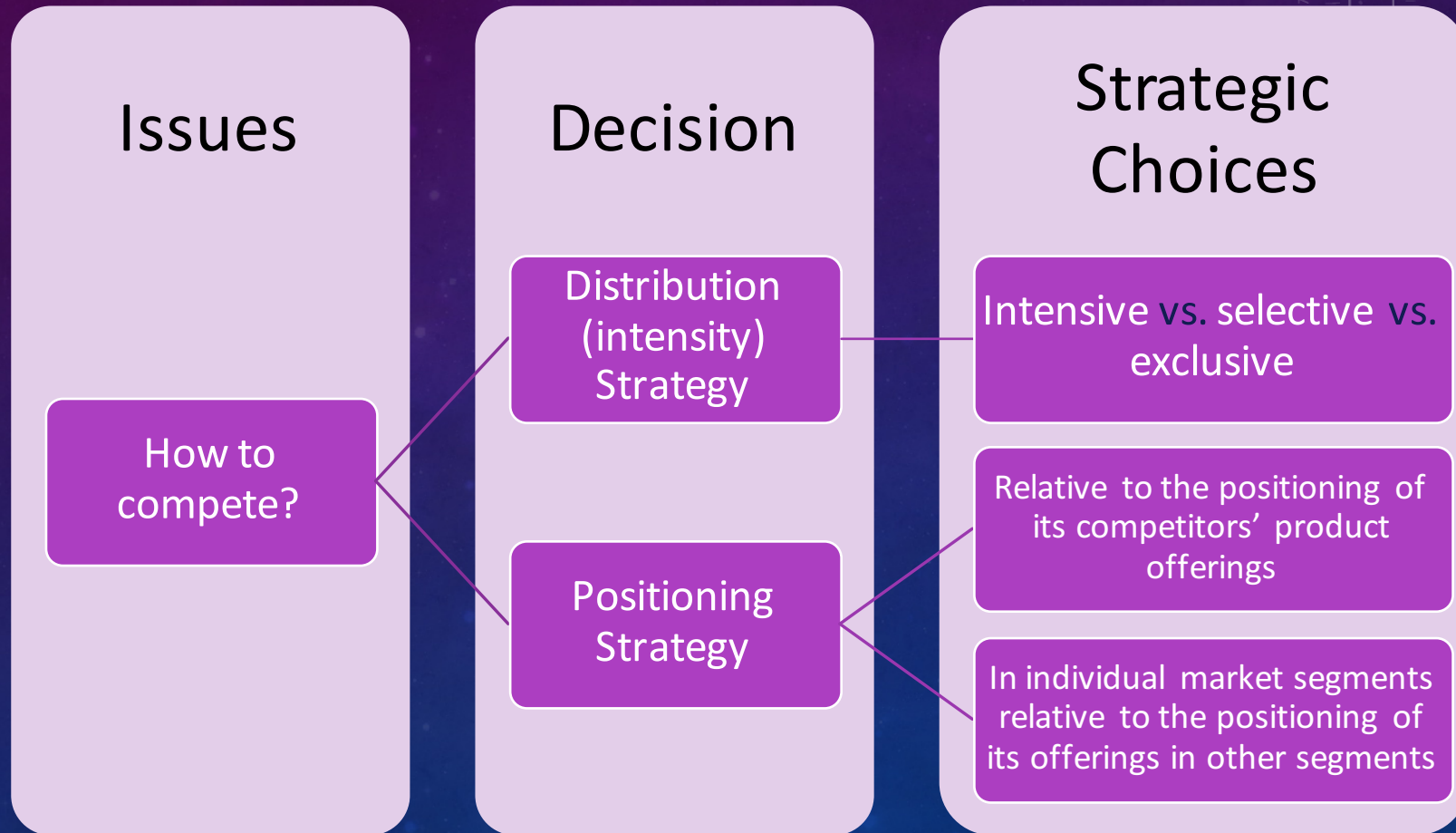
# CUSTOMER INTERFACING LAYER



# CUSTOMER INTERFACING LAYER

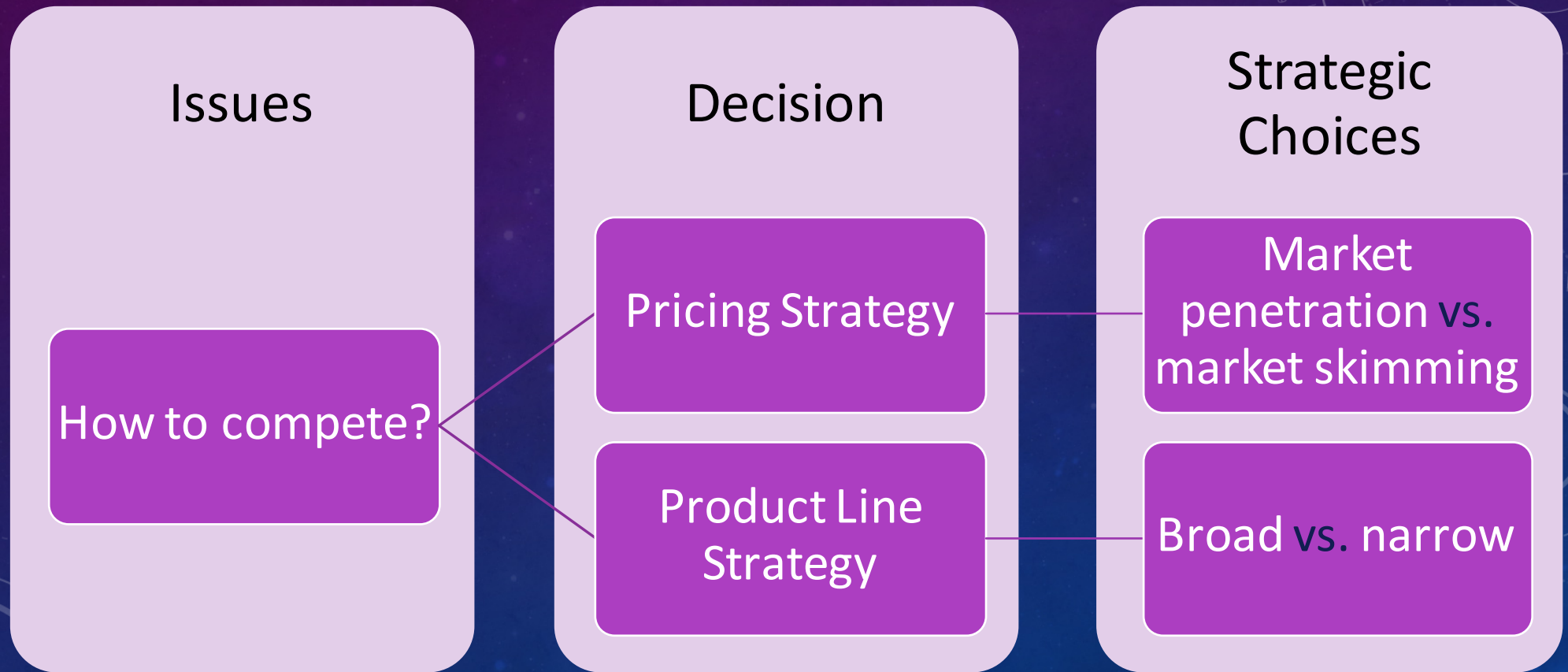


# CUSTOMER INTERFACING LAYER





# CUSTOMER INTERFACING LAYER



# CUSTOMER INTERFACING LAYER

Issues

How to compete?

Decision

Promotion Strategy

Strategic  
Choices

Predominantly push vs.  
predominantly pull

# CUSTOMER INTERFACING LAYER

## Issues

How to compete in individual country markets?

## Decision

Multinational Marketing Strategy / Global Competitive Marketing Strategy

## Strategic Choices

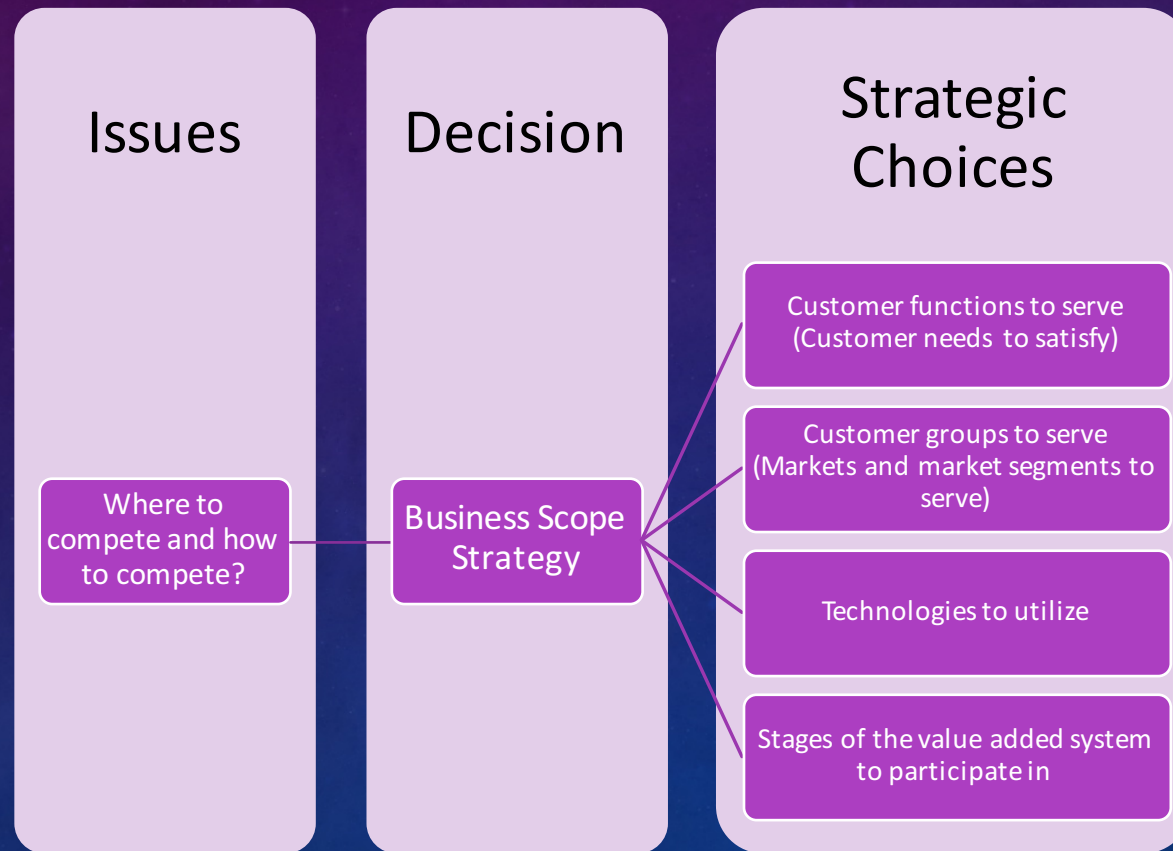
Standardization of specific competitive marketing variables across country markets vs. partial standardization / partial adaptation across country markets vs. adaptation to individual country markets

# PRECURSOR TO CUSTOMER INTERFACING LAYER





# PRECURSOR TO CUSTOMER INTERFACING LAYER



# PRECURSOR TO CUSTOMER INTERFACING LAYER

## Issues

Where to compete and how to compete?

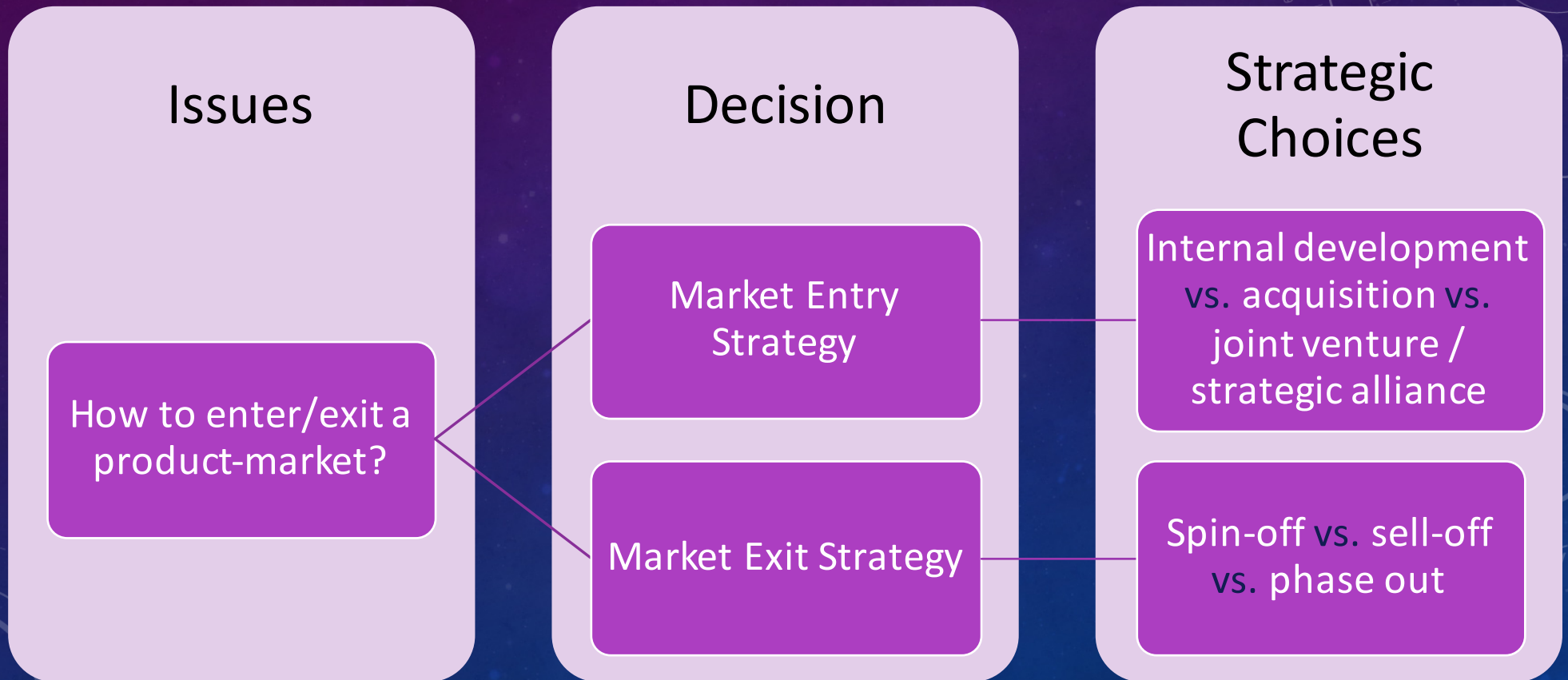
## Decision

Product-market Coverage Strategy

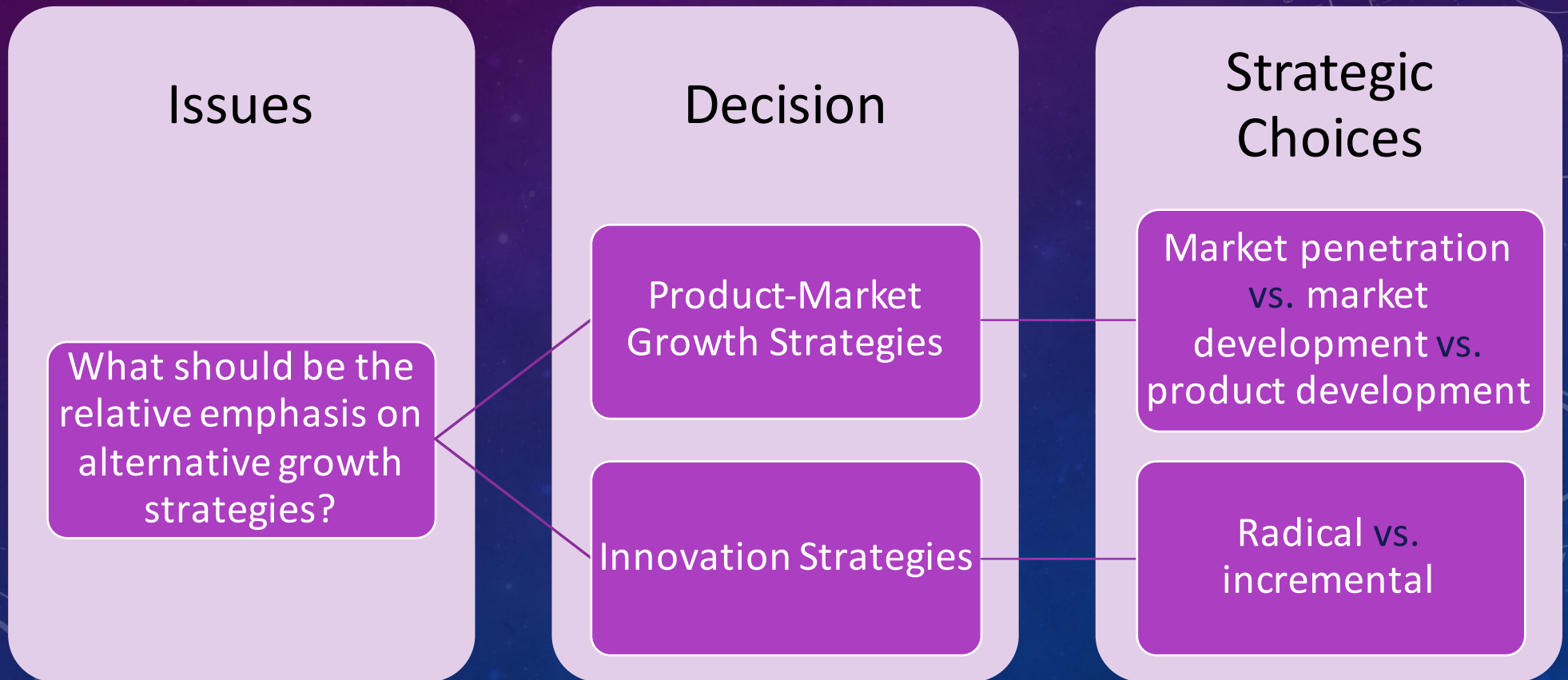
## Strategic Choices

Single product-market concentration vs. market specialization vs. product specialization vs. selective product-market specialization vs. full product-market coverage

# PRECURSOR TO CUSTOMER INTERFACING LAYER



# PRECURSOR TO CUSTOMER INTERFACING LAYER





# PRECURSOR TO CUSTOMER INTERFACING LAYER

