

Developing an Effective Marketing Strategy

Community-Wide Markets

Companies in the energy, metals and minerals, autos, electrical and electronics, or insurance industries have particularly strong markets throughout the Community.

Regional Markets

Companies may have more success if they have a high market share in a single country. For example, the washing machine company, Hotpoint, has decided to concentrate on Britain where it is the market leader. It seems the British prefer front loaders, while the French like top loaders.

Specialized Markets

The emphasis on specialization prevails in construction and building materials, distribution, electronic data processing, banking, and consumer goods.

It is important to explore potential markets before you try to sell your products or services. This is especially true of foreign markets. Too many Canadian businesses rely on brief visits and scanty information. In this section we will discuss how to develop an effective marketing strategy.

You need to determine: who the market for your product is, how they can be reached, and what promotional messages best sell your product. You will want to find out about the competition's products and how they are promoted, their packaging, features, and prices. You will also want to determine who can best retail or wholesale your products, and, to be sure, how much it is going to cost to get your product or service sold.

Your firm will have to determine the impact of Europe 1992 on your product. Will it mean more homogeneity of tastes across Europe or more sharply defined market segmentation and specialization?

Instead of one homogeneous mass market or a collection of small specialized markets, you may discover consumer clusters emerging. These are formed by consumers close to each other geographically, but not in the same country. These new clusters will have similar demographic and economic characteristics that cut across cultural and political borders, and they will display similar needs and purchasing behaviour.

Some preliminary statistics and general information to aid you in developing your business and marketing plans are available in the Appendices.

A selection of market indicators is presented for your reference in Appendix A. Country profiles of the major markets in the EC constitute Appendix B. Appendix C provides you with overviews of 11 major industry sectors in the European Community. Information and contacts for government assistance programs in Canada are outlined in Appendix D. And a variety of addresses in Canada and Europe that may be useful to you as you develop your approach to the EC market are available in Appendix E.