



# **Analytic and Strategic Approaches to the Development of International (European) Markets: Taking the Example of the US-Pixel-Magic Imaging Company**

*Patrizia Beier*

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Diplomarbeit, die am 28.09.2000 erfolgreich an einer Fachhochschule in Deutschland im Fachbereich Betriebswirtschaftslehre eingereicht wurde. Abstract: The objective of this thesis comprises the analytic and strategic approach to develop new and international markets based on the specific interest for the medium-sized US software company Pixel Magic Imaging, Inc. (PMI). PMI was in its infancy in terms of "going international". In other words, PMI had neither an organized and international marketing conception nor a regular business to foreign customers and markets so far. Aim and object of this project was analyzing marketing opportunities for their product portfolio within different international markets and to approach adequate marketing strategies. Therefore data of international markets must be collected, evaluated and analyzed to put these results in a strategic order. This thesis deals with the development of foreign markets and how market entry could be realized. It focuses on explaining ways how to get there. The aim of this thesis is to prove which strategies are possible and to explain them in a general approach. The market research and defining the appropriate strategies where focused on the company's product portfolio. The products are digital imaging software and equipment and are placed in the segment for professional photographers, photographic entrepreneurs and retail outlets. The scope of duties in this thesis consisted in gathering data and compiling reports for international sales opportunities in so far unknown international markets. The study combines the theoretical approach with the know-how of working experience and expatiated the methodology of international marketing research, designing of an international marketing concept and the implementation of market strategies in describing the theoretical disciplines and to implement these results into the company's strategy focus and product portfolio. This thesis benefits from the ...

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