

Quality

[MKT825] _____ requires purchasing power as well as people
Marketing

[MKT825] _____ is the quickest and simplest way a company can enter foreign
Export

[MKT825] To access a potential marketing environment, a company should identify

Political difficulty

[MKT825] Marketing opportunities exist in all countries regardless of the level of _____
Economic development

[MKT825] _____ is known to be a manufacturer of low-priced watches and
calculators
Casio

[MKT825] A worldwide business success requires respect for _____
Local customs

[MKT825] The licensor may even find out that he has setup a _____
Competitor

[MKT825] The society people grew up shapes their beliefs, values and _____
Norms

[MKT825] _____ segmented the PC market by employing a multi-brand strategy
IBM

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