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## Crafting Strategies for Growing Markets

### *Coca-Cola International Strategy*

The Coca-Cola company has experienced enormous success in the world market due to its favorable global strategies. A fundamental element of its approach is its emphasis on the credentials required in a potential foreign distributor. It is important when selecting a foreign wholesaler to ascertain their financial stability for long-term engagement. The distributor's financial strength will permit a longer relationship with the producer due to the possession of adequate funds to maintain a sufficient inventory. The company's choice of a distributor will influence the success of the product in the international market: the more stable the wholesaler, the faster the products are promoted to reach a larger number of consumers (Banutu-Gomez 2012).

Moreover, the company should understand the policies and restrictions related to its products in the countries they intend to operate in to reduce the inherent risks and lower unforeseen embarrassments that can affect their sales in a foreign locale, and waste resources and time. Coca-Cola products in China are sold via wholesale distributors. Most of the distributing companies are large state-owned entities that entered the field of distribution in the 1950s.

### *Toyota International Strategy*

The Toyota Company is ranked as one of the top automotive corporations worldwide. The organization has emphasized product innovation and production efficiency to attain global

recognition. Remarkably, it balances the cycles of nature and the cycles of industry (Ferriols, Mula, & Díaz-Madroño 2013). Its slogan elaborates the zeal of the multinational and the efforts of its doyens in the realization of society's expectations to contrive a new world. Product innovation and efficient production processes make the company unique in the market, since its automobiles meet the expectations of clients across all the categories of consumers. This business believes that it can attain its objectives through the strength of its people and technology. Being updated on the demand and the contemporary resurgence in technology, the organization utilizes available technology to attract consumers.

#### *Barclays Bank International Strategy*

Barclays Bank is a British multinational investment bank that has a strong global presence. The company has diversified to offer a wide range of services that cater to the needs of customers across the world. This international bank majors in four main business areas, which include personal banking, corporate banking, wealth management, and investment management (Austin & Uche 2007). These four areas allow the organization to embrace many types of activities under one roof, thereby making it more lucrative and reducing risk. When one of the sectors is not working at peak efficiency in a certain locality where it does not have much demand, the other spheres will operate better and sustain it. Successful strategies like those mentioned above have maintained the position of the bank as one of the leading financial institutions in the world.

#### *Common Traits*

Every company aiming to enter the international market should appoint a strong distributor in the foreign market, customize their products to meet consumer needs, and diversify. A growing company pursuing international expansion should use this principle to

ensure success worldwide. Moreover, such an organisation must be aware of the needs of their audience and offer products and services that cater to the needs of clients. One of the possible strategies is the emphasis on diversification of service delivery to the customer to capture a large section of the market. An analysis of the successful global marketing strategies of the three industry majors offers valuable insights that can prove useful.

Works Cited

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