

Competing in the Global and Domestic Marketplace: Mary Kay, Inc.

Name

Institution

Author Note

### Competing in the Global and Domestic Marketplace: Mary Kay, Inc.

Mary Kay, Inc. used direct importing as the market entry strategy in India market. They imported products from China, the United States and Korea to India. These products were distributed to beauty centers in Delhi and Mumbai. Since its establishment, Mary Kay has developed its international market both in Asia and other 5 continents. Being able to market its goods in 35 markets in these continents, Mary Kay fully deserves to be called a global brand and an international global company.

### **Recommendations for Entering Global Market for Mary Kay, Inc.**

#### **Franchising**

To penetrate the international market, Mary Kay should focus on involving domestic franchise system. Franchise performance, in both strategic and financial terms, brings about successful internationalization. As it progresses and the company's foreign operations expand, the increase in both international and domestic sales will be observed.

#### **Direct Importing**

The company should use the market entry strategy applied in India to enter other markets in different countries. Having been highly successful, Mary Kay sales directors and sales education staff should recruit and train sales representatives in the new market to reach the consumers.

#### **Advertising the Products**

With the rise in global communication, the advertising and promotion efforts need to be consistent across the new markets. Mostly, the communication should be performed in local languages and adapted to the local culture, but the brand message can be the same across the countries, thus allowing the creative campaigns to be extended to other countries.

### **Brand Image**

The company should maintain the brand equity and quality of their products. By doing this, the brand will be easily recognized and accepted in the foreign market. With a high number of products, Mary Kay, Inc. will be favored by consumers of all levels.