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Article



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## BUSINESS SECTOR AND THE MODERN INTERNATIONAL MARKET

**Abstract:** Under the conditions of the internationalization of household activities, the market entity is forced to use international marketing methods; otherwise it will lose its positions and may be bankrupted.

Through international marketing, the company reveals the requirements of buyers in the foreign market, which leads to the fact that the relationship between the buyer and the seller of the goods is long-term and systematically repeated.

We think that in the conditions of the globalization of the economy, an increasingly decisive role is assigned to the directions and trends of the development of international trade, which in turn has a great impact on the development of individual countries as well as the world economy and business.

**Key words:** marketing, company, overseas, technology, bazaar, seller.

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### Introduction

The business sector plays an important role in the development of Georgia's sustainable economy, especially small and medium-sized businesses, because in the country, there is no other sector linked to it, the creation of jobs depends primarily on business, therefore the employment of a large part of Georgia's population, which in turn significantly contributes to exports, innovations, modern entrepreneurial culture to create, and at the same time, it plays a special role in raising the level of the country's well-being. Modern international business and trade is a single global economic system that involves the population, states, integrative unions, insurance companies, transnational companies, banks, etc.

International business represents one of the most dynamically developing areas of economic life among countries. Globalization is characteristic of modern trends in economic and business development. It means the strengthening of the openness and interdependence of countries, regions and human associations worldwide. Even the process is of a protective nature and therefore, the national borders are being dissolved in all the relations.

Modern business is characterized by freedom in innovation, solutions, non-standardization. which means more responsibility and organization. Modern business means competition everywhere and in everything. it is the high competition that forces companies to make quick decisions and take a profitable position in the market, one of the necessary conditions for the successful implementation of modern business is marketing.

For successful enterprises, marketing allows the creation of demand for the product, maintaining it for as long as possible and thus making a profit.

Marketing is quite a difficult job, even more difficult is global marketing, which learns not only local markets, but also the characteristics of different countries' markets.

The concept of "international marketing" implies that several other markets have started to play a crucial role in developing the marketing concept for the given enterprise.

According to the modern concept of marketing, the enterprise should consider the study of consumer demand, the search for buyers and, based on this, all its production processes as the initial stage of its commercial business.

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International marketing is considered as logical thinking, which considers the international market as a source of profit based on systematized plans. One of the ways to maximize profits is to minimize costs. For example: **General Motors** (USA) moved its factories to Mexico in order to reduce production costs, since as marketing studies have shown, the labor of Mexican workers is no less than 12 times cheaper than that of the USA.

International marketing expresses the scale of the company's business outside the country. The company's entry into international marketing and its further development require the establishment and expansion of contacts with customers, suppliers, and competitors who have different cultures. Therefore, before entering the foreign market, the company must study the country's target markets.

The attractiveness of the market of this or that country and the interest in it are mainly determined by two characteristics - the agricultural structure and the nature of the distribution of income.

Entering the international market and expanding the economic relations of foreign countries is caused by the various requirements of enterprises and the reasons for their origin, namely:

- 1) domestic market development (базрис сахонлит гажереба, increasing the pressure of competitors), under which conditions it is advantageous to invest capital in foreign countries
- 2) improving the load of existing and additionally used capacities
- 3) due to the limitations of local resources, the need to buy in other countries
- 4) removal of trade barriers by individual countries
- 5) State sovereignty
- 6) Exchange rate fluctuation compensation, through partial production and key organization in the respective countries
- 7) Gaining access to know-how - eg: in partnership with foreign companies
- 8) overall risk reduction

For successful work in international business, it is necessary not only to have a certain ability, something innovative, but also to use constantly updated information and effective use, which is collected when conducting marketing studies. Marketing decisions are prepared and adopted based on relevant information on the markets.

Modern business is practically completely dependent on the information space. This is necessary for statistical indicators, operational data management, marketing research and more.

In modern international marketing, it is market research that holds the central place. whose data is the basis for the development of the strategy and tactics of the firm's foreign market exit, its correct production and pricing policy. Almost 90% of all industrial companies and service sector firms regularly carry out

market research in the USA, and approximately 75% in Germany and Great Britain. The main principles of foreign market research are: targeting, complex approach, systematicity, diversity of information sources, science.

Before entering the international market, the company must consider the following issues:

- If the company does not enter the international market at all, what tasks and what risks can be faced by the company.
- If it was decided to exit, then which country is on the market? What products should be taken out?
- How, by means of means, will this market exit and position?
- Who will be the target segment?
- How to organize the process of developing and implementing international marketing programs in your company (firm)?

After the firm has studied and decided to enter the foreign market, the need to make other marketing decisions is on the agenda, for which they use the so-called "marketing mix". "MARKETING-MIX" combines 4 P - product, promotion, price and place, to which one more P - perception can be added.

Individual countries differ dramatically from each other in their political-legal structure, level of economic development, technical standards, distribution systems, etc.

The peculiarity of international marketing is also expressed in the fact that the fierce competition here places great demands on the quality of goods, advertising, services and others. In addition, the circumstance that the international market represents a peculiar conglomerate, a set of national markets, which is characterized by both common and differentiating signs, should be taken into account. The competitiveness of the company's products can only be correctly determined based on comparison with foreign analogues. In today's world, competition is based most of all on technological innovations. In one article, Professor Leveti of the University of Harvard mentions: "Great power drives the world to international agreement, and this power is technology."

Now, for example, you will introduce an international company that, through marketing information, decided to enter the Georgian market and operate.

The German company "Arvato" is a leading international service provider company. More than 70,000 employees of "Arvato" advise business clients in up to 40 countries on innovative solutions that include various business processes related to the field of integrated services. These areas are digital marketing, CRM, SCM and IT solutions. Bertelsmann SE & Co. KGaA's subsidiary company. According to foreign investors, Georgia has unusual

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opportunities for business introduction and development. Based on 2 years of preliminary research, the company's management decided to open the office in Georgia and continue its activities here. According to investors, Georgia has good investment conditions. Before coming to Georgia, they did a lot of research, worked with initiative groups, discussed existing marketing with the German business association. The company's representative particularly emphasizes the anti-corruption environment and the

ease of starting business procedures, he also talks about highly qualified human resources.

Finally, based on the information presented, we can conclude that for a company that is involved in modern international business and through marketing tries to take a solid position in the market of this or that country and be marketable, not only before putting the product on the market should it try to apply different marketing methods and techniques to achieve success, but must be used continuously in the market in parallel with the activity.

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