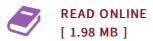




International Marketing Planning - An Analysis of Burger King

By Md. Rajibul Hasan

Grin Verlag Jan 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: Distinction, University of Lincoln, course: International Marketing, language: English, comment: This Term Paper achieved 'Distinction' in International marketing Module of Masters of Business Administration., abstract: According to Doole and Lowe (2008), International marketing involves the firm in setting up manufacturing or processing facilities around the world and coordinating marketing strategies across the globe. This essay will explain how Burger King s strategy will respond to the needs of Bangladeshi customers and moreover discuss if there are any opportunities available for Burger King to establish itself in Bangladesh, given the attractive environment of Bangladesh.Burger King, which is known as BK is the second largest fast food hamburger chain in the world. It is operating in more 12,200 places and serving over 11 million customers daily in 76 countries and territories worldwide. In addition, almost 90 percent of the Burger King restaurants are possessed and operated by independent franchisees. (Burger King Website, 2011) The revenue of...



Reviews

Merely no words to spell out. I am quite late in start reading this one, but better then never. I am happy to explain how this is actually the very best publication we have go through within my personal daily life and can be he best ebook for at any time.

-- Althea Christiansen

This type of pdf is every little thing and helped me searching forward and more. It can be writter in easy words and phrases and never hard to understand. You will not really feel monotony at anytime of your respective time (that's what catalogues are for about should you request me).

-- Fern Bailey