

4.3.2 Niche markets

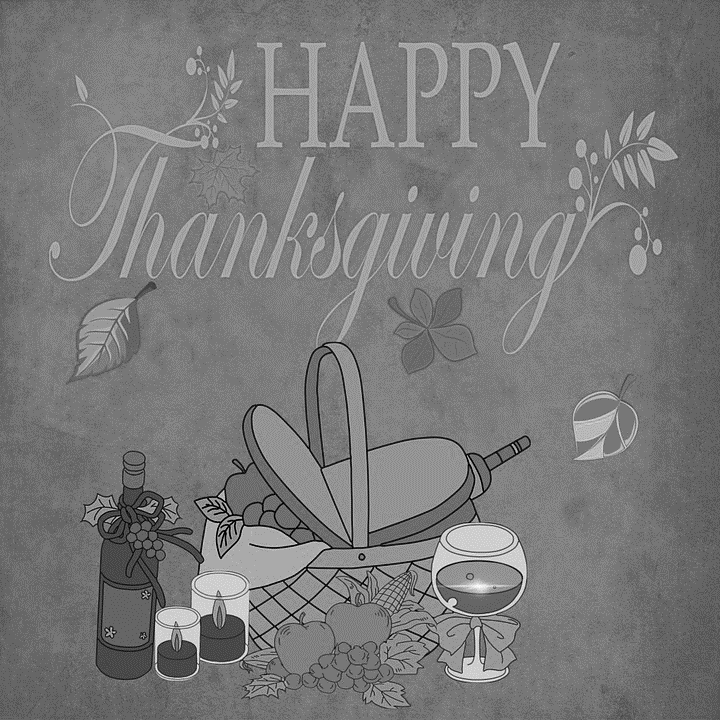
Starter – tick which definition is correct

|  |  |
| --- | --- |
| 1. A niche is a shallow recess, especially one in a wall to display a statue or other ornament |  |
| 1. A niche is a comfortable or suitable position in life or employment |  |
| 1. A niche is the subset of the market on which a specific product is focused |  |

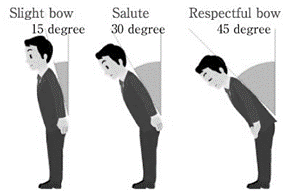
Define a niche market here:

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**Cultural diversity**



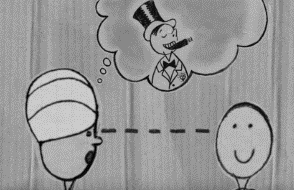
International business communication

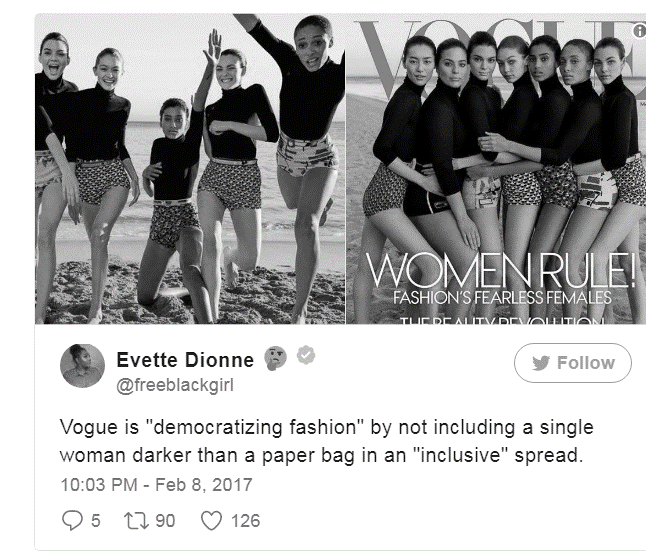


Cultural differences



Cultural diversity

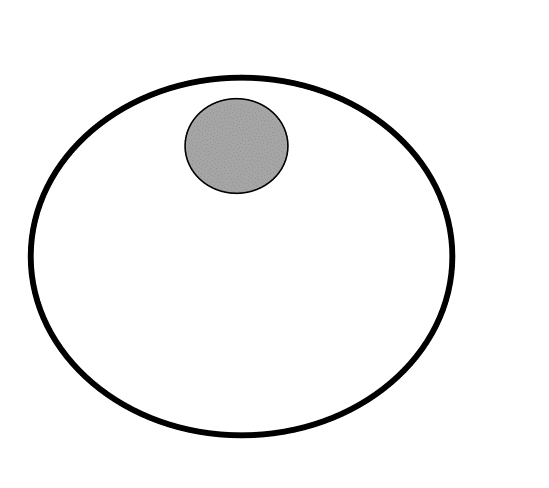


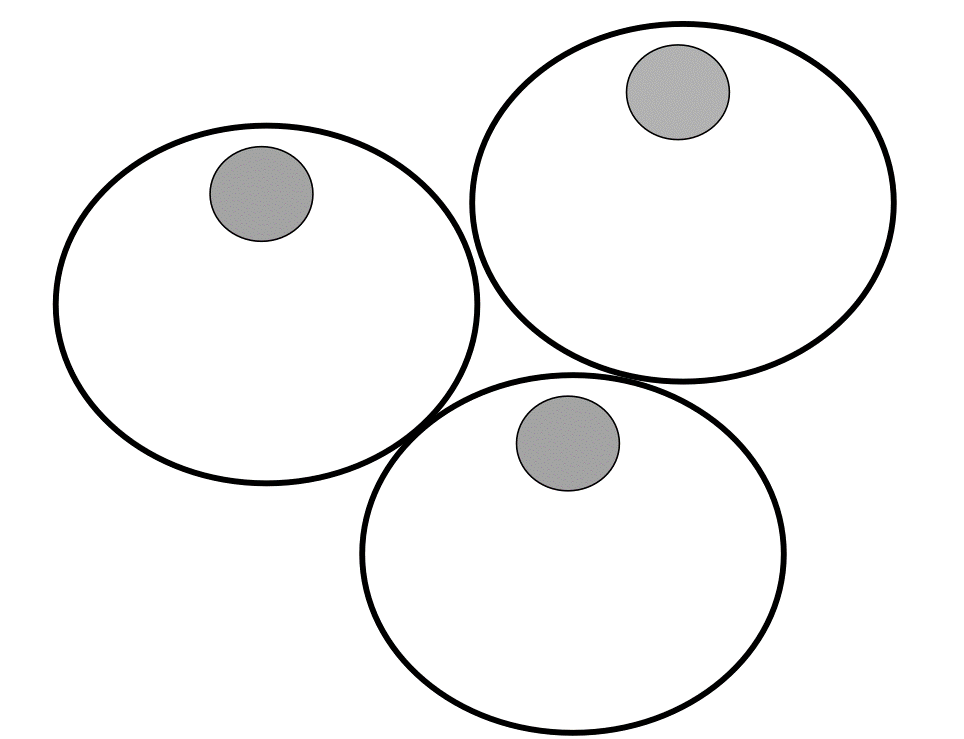


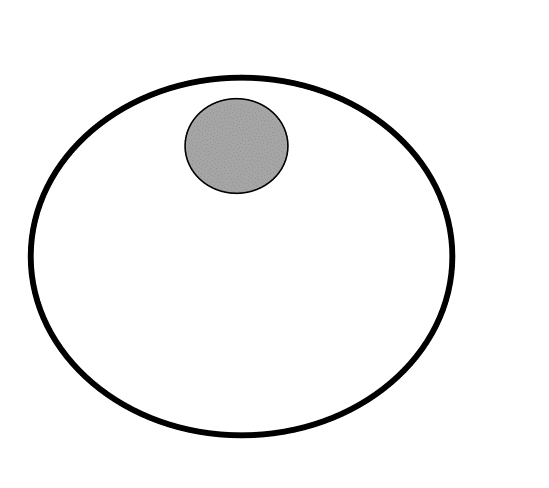
Your discussion thoughts can go here…

**Features of global marketing**

Define a global niche market here:

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Complete the diagram

Global niche markets

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Global niche example Harley Davidson

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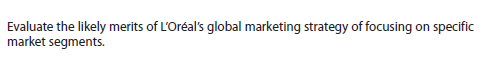
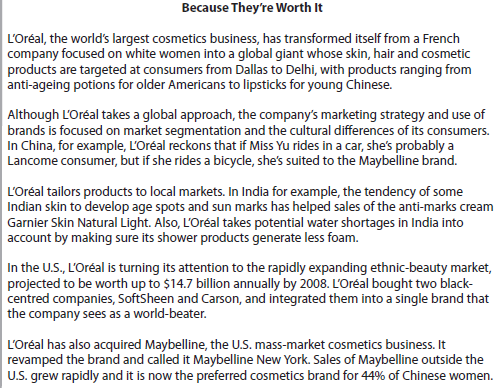
Selling in a global market niche

|  |  |
| --- | --- |
| Advantages | Disadvantages |
|  |  |

|  |  |
| --- | --- |
| Product |  |
| Price |  |
| Place |  |
| Promotion |  |



[6]



[10]