

**CdL in Economia Manageriale –
International Management**

English

A.A. 2020/2021

What are some typical mistakes that a company can make when entering a foreign market?

Adrian Pilbeam (2010) *Market Leader – Working across cultures*. Pearson
(UNIT 4 – p. 16)

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<https://hbr.org/2015/09/the-most-common-mistakes-companies-make-with-global-marketing>

Can you think of any examples of where a company's entry into a foreign market failed and led to withdrawal from the country?

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<https://www.businessnewsdaily.com/5241-international-marketing-fails.html>

Can you think of any examples where a company has been very successful in entering a foreign market?

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<http://www.tradeready.ca/2015/trade-takeaways/4-lessons-learned-famous-market-entry-successes/>

Why Starbucks failed in Australia

<https://www.youtube.com/watch?v=FGUkxn5kZQ>



Comprehension

Watch the video and choose the right option

1. Starbucks closed _____ in Australia in 2008.
 - a. more than half of its coffee shops
 - b. nearly half of its coffee shops
 - c. Half of its coffee shops

2. The first problem with Starbucks was that _____.
 - a. They tried to adjust to the local market
 - b. They tried to expand too quickly
 - c. They didn't open enough cafes in the country

3. Starbuck's expansion in regional areas caused _____.
 - a. too much availability
 - b. too much need
 - c. too much difference

4. Another problem was that Australians _____.
 - a. like more sugary coffee
 - b. rarely drink coffee
 - c. have a fine taste for coffee

5. Starbucks cafes are considered _____.
 - a. too expensive and detached
 - b. too expensive and warm
 - c. too expensive and elaborate

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Vocabulary – Complete the sentences from the video with the right missing word

1. There is one continent that seems uninterested in the _____ over the Seattle coffee chain.

- a. hype b. hike c. hide

2. They thought that their business model could just _____ to a different environment.

- a. roll down b. roll out c. roll up

3. By 2007, Starbucks Australia was _____ by a thread.

- a. arguing on b. hanging on c. counting on

4. And in 2008, Starbucks announced it was _____ 61 stores.

- a. closing down b. shutting up c. shutting down

5. Such a _____ in Australia was embarrassing for the brand.

- a. retreat b. retirement c. retreatment

6. They've been immersed in _____ of café culture since the mid 1900s.

- a. nuances b. compliances c. novelties

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