

عنوان مقاله:

.Entering the Global Market of Wind Turbine Blade for Iranian Mapna Pars Co

محل انتشار:

دومین کنفرانس بین المللی مدیریت و علوم اجتماعی (سال: 1395)

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خلاصه مقاله:

In this paper we study International market entry by selecting a strategy entering the Global Market of Wind Turbine Blade in Turkey by analyzing our company, global market motivations for our field of industry and our products characteristics, specially Cost shares of main components in a wind turbine and Percentage of using vertical integration in various companies to procure different components then we analyze ex-work price of a blade for 4 countries in order to select our target market, in this regards we get advantage of Forecasting the market of wind turbines in various regions of the world .Having more than 70,000 MW potential wind capacity, Turkey is one of the greatest export markets for wind turbines in the world. Because of problems in importing fossil fuels as well as problems in using nuclear energy, Turkey has made extensive planning to make uses of new energies. In next step we evaluate internal factors to identify strengths/ weaknesses and external factors to identify opportunities / threats with incorporating the SWOT analysis for Wind turbine manufacturing in PARS. By outcomes of SWOT matrix and considering international market developments principles the market entry strategy have been choose. According to the analyses made, the strategy to export the product is proposed as a general way to enter the market of wind turbine blade and then aligned the resulting strategy with the principal elements of the marketing mix framework to proposed the recommendations

کلمات کلیدی:

Marketing, Market entry, SWOT, Global Market, Marketing Mix

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