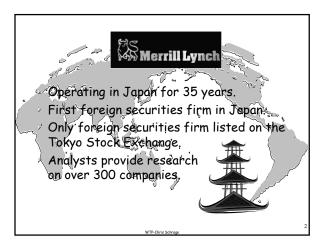
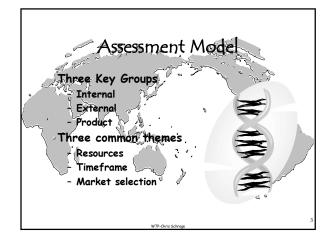
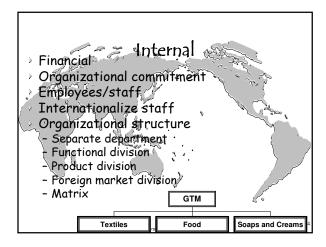
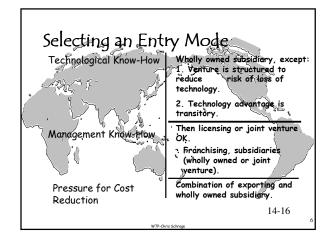
Setting Pace for Your Export Growth-Assessing Your Export Progress and Success World Trade Practices Chapter 17











Sales achieved - How achieved - Soles patterns Competitive situation - Domastic or international - Oligopoly or Monopolistic competition Marketing activities - Product launch - Marketing materials translations - Support materials - Training - Product modifications

Translation Blunders

Coors

"Turn it loose" was translated to say "Drink Coors and get diarrhea"

Arabic 4

- + Tomato paste becomes tomato glue
- Needed to use tomato puree

Parker Pens

- Avoid embarrassment-use Parker Pens
- Avoid pregnancy-use Parker Pens (Spanish)

WTP-Chris Schroos

Signs in English around the

Dry cleaners in Bangkok

Drop your trousers here for best results

Dry cleaners in Rome

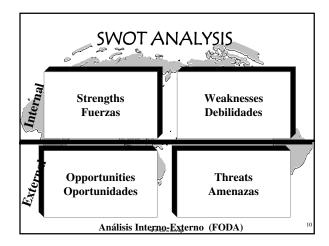
- Ladies leave your clothes here and spend the

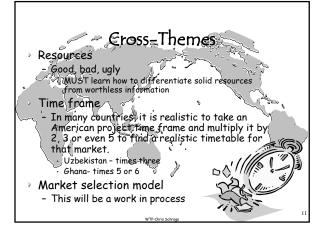
afternoon having a good time

Zurich hotel

Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is suggested that the lobby be used for this purpose.

WTP-Chris Schrag





Adding new markets MUST assess initial entry market activities Do trends exist? What similarities occurred? What surprises or differences in the market were found?

