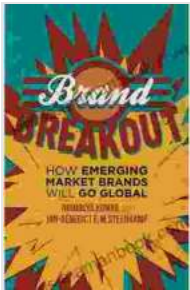


How Emerging Market Brands Will Go Global: A Long-Term, Holistic Approach

The global landscape is changing rapidly, and emerging market brands are poised to play a major role in shaping the future of business. With their unique insights into the needs of consumers in their home markets, these brands have the potential to develop products and services that resonate with consumers around the world.

However, going global is not without its challenges. Emerging market brands often face a number of obstacles, including:



Brand Breakout: How Emerging Market Brands Will Go Global by Nirmalya Kumar

★★★★☆ 4.3 out of 5

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Enhanced typesetting : Enabled
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Print length : 273 pages



- Lack of brand awareness
- Difficulty in accessing global markets
- Cultural barriers
- Lack of financial resources

Despite these challenges, a number of emerging market brands have successfully gone global. These brands have typically taken a long-term, holistic approach to globalization, which has allowed them to overcome the obstacles they have faced.

A Long-Term Approach

Going global is not a quick or easy process. It takes time to build brand awareness, establish distribution channels, and adapt products and services to new markets. Emerging market brands that are successful in going global typically take a long-term approach to the process. They are willing to invest in their brands and their global expansion efforts over a period of years.

For example, the Chinese e-commerce company Alibaba Group has been investing in its global expansion for over a decade. The company has established a presence in over 200 countries and has acquired a number of foreign businesses. Alibaba's long-term approach has paid off, as the company is now one of the largest e-commerce companies in the world.

A Holistic Approach

Going global requires a holistic approach that takes into account all aspects of a business. This includes developing a strong brand, establishing efficient distribution channels, and adapting products and services to new markets. Emerging market brands that are successful in going global typically take a holistic approach to the process. They understand that all aspects of their business must be aligned in order to succeed in global markets.

For example, the Indian consumer goods company Hindustan Unilever has taken a holistic approach to its global expansion. The company has developed a strong brand portfolio, established efficient distribution channels, and adapted its products and services to meet the needs of consumers in different markets. Hindustan Unilever's holistic approach has helped the company to become one of the largest consumer goods companies in the world.

Overcoming Obstacles

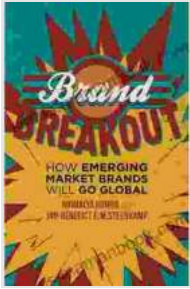
Emerging market brands face a number of obstacles when going global. These obstacles include:

- Lack of brand awareness
- Difficulty in accessing global markets
- Cultural barriers
- Lack of financial resources

Emerging market brands can overcome these obstacles by taking a long-term, holistic approach to globalization. By investing in their brands, establishing efficient distribution channels, and adapting their products and services to new markets, emerging market brands can succeed in global markets.

Emerging market brands are poised to play a major role in shaping the future of business. With their unique insights into the needs of consumers in their home markets, these brands have the potential to develop products and services that resonate with consumers around the world. By taking a

long-term, holistic approach to globalization, emerging market brands can overcome the obstacles they face and achieve success in global markets.

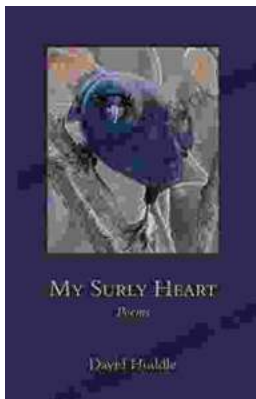


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