

Tanya Draganinska-Yordanova

**Virginia-Atelier geht nach Moskau.
Rahmenbedingungen und Markteintritt**

Studienarbeit

Virginia Atelier Geht Moskau Rahmenbedingungen Markteintritt

Tanya Draganinska-Yordanova



Virginia Atelier Geht Moskau Rahmenbedingungen Markteintritt:

Virginia-Atelier geht nach Moskau. Rahmenbedingungen und Markteintritt Tanya

Draganinska-Yordanova, 2015-07-10 Studienarbeit aus dem Jahr 2006 im Fachbereich BWL Unternehmensführung Management Organisation Note 1,3 Universität Witten Herdecke Veranstaltung Interkulturelles Produktmanagement Praxis und Theorie Sprache Deutsch Abstract In der folgenden Arbeit gilt die Marke Virginia Atelier Luxus Abendkleider auf den russischen Markt einzuführen. Das Thema ist freilich gewählt und entspricht der im Fach Produktmanagement an der Universität Witten Herdecke gestellten Aufgabe ein beliebiges Produkt in einen ausländischen Markt einzuführen. Kapitel 2 gibt einen allgemeinen Einblick über die Russische Föderation als zukünftiges Gastland der Marke Virginia Atelier. Im Weiteren wird durch das Analysieren des Luxusmarkts in Moskau eine Erklärung geliefert, weshalb genau diese Stadt als Absatzort eine gute strategische Entscheidung ist. Die Geschäftsaktivität im Ausland erfordert eine vorsichtige Auswahl der Markteintrittsform, welches Thema vom Kapitel 3 behandelt wird. Am Ende des Kapitels wird ein Finanzplan erstellt, der für die Marke Virginia Atelier eine Orientierungsfunktion haben soll. Nachdem in Kapitel 4 die Zielgruppe und die Werte der Designerentwürfe definiert werden, folgt in Kapitel 5 die Ausrichtung der Marke an den Gegebenheiten des russischen Marktes. Als Positionierungsinstrument wird das berühmte Modell des Marketing Mix herangezogen, und seine vier Elemente Distribution, Produkt, Preis und Kommunikation werden gestaltet. Die Arbeit beendet mit der Beschreibung von einer zukünftigen Entwicklungsmöglichkeit der Marke Virginia Atelier auf dem russischen Markt. Im Laufe des Schreibens wurde klar, dass es sich bei der Produkteinführung um ein weitaus komplexes Thema handelt. Angesichts der Seitenzahl finden in der Arbeit nur die Hauptschritte eines Markteintritts Eingang. Viele sekundäre Inhalte werden verkürzt dargestellt.

Virginia Atelier Geht Moskau Rahmenbedingungen Markteintritt Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Virginia Atelier Geht Moskau Rahmenbedingungen Markteintritt**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect on our existence. Throughout this critique, we shall delve to the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

<https://ftp.barnabastoday.com/About/detail/default.aspx/Why%20Is%20There%20Philosophy%20Of%20Mathematics%20At%20All.pdf>

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