

INTERNATIONAL MARKETING

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Executive summary

The study is mainly focused on the international marketing of Innocent Drinks in two different countries like Germany and US, and besides, a particular analysis is need to be included and these are PESTLE analysis for both these countries to know about the internal as well as external factors regarding the smoothies and juices for the market expansion by Innocent Drinks. Little drinks are packed along with lots of different good stuff and 10 percent of profits is given to the charity. Furthermore, this company is guaranteed to become carbon neutral by 2025. Hence, for performing the business in a right way, this Innocent drink company was cracked in 1999. On the other hand, every 3 years, against the ***B Impact Assessment (BIA)***, this company is audited where the details of this business have been looked out and the business has been operated in the right way for the development of this company. Along with that, marketing mix 4Ps and STP analysis have been performed to understand a better insight of customers' segmentation as well as a target market in these two countries. Various factors and activities to be included by the company to develop its marketing research and adopt all these to meet the international marketing success.

Introduction

International marketing indicates an appropriate marketing activity that occurs in various countries and nations over borders. Besides, various kinds of international marketing are there and these are export, licensing, franchising, foreign direct investment, franchising, and many more. The major target of international marketing is to manage the customers' satisfaction and their needs over the global customers and particular regions where they operate. ***The study is mainly based on international marketing*** and for this aspect the chosen company is ***Innocent Drinks***, a company that is able to ***produce smoothies and juices and its delivery to coffee shops, supermarkets, and different outlets***. In this study, the overall company view and the product can be helpful for Innocent Drinks to meet business objectives and its appropriate strategic activities in this regard. ***Drinks are a low involvement product*** and that is very much effective for all kinds of people and that can be affordable for low-income people to high-income people. In this case, two countries such as Germany and the US can be appropriate for their business expansion and ***PESTLE factors*** can also be discussed appropriately. Alongside, ***marketing as 4Ps and STP analysis*** must be involved in this process to identify better business insight and customers' activity in this scenario. Additionally, directional development also be expressed on the basis of the company's business operation and organisational approaches are also involved with this by making an active ***international marketing over US and Germany for Innocent Drinks***.

Organisation and product overview

The innocent drink was started back in 1999 along with a dream for making this easier for the people in order to do some good for themselves. In such correspondence, with a music festival, the smoothies have been taken where a big sign has been put up asking people about the job where drinks are created from the crushed fruit. The dream of the company became bigger and bigger whereas the drinks are included in the same size. On the other hand, the main mission of this company is to keep people healthy by helping the communities and people and making people healthy. In such correspondence, little drinks are packed along with lots of different good stuff, and 10 percent of profits is given to the charity. Furthermore, this company is guaranteed to become carbon neutral by 2025. Hence, for performing the business in the right way, this Innocent drink company was cracked in 1999 (Innocent Drinks, 2022). In such accordance, various significant decisions have been taken. Furthermore, in 2018, the right way has been confirmed whereas this company has become a B Corp. Besides, this business has

become a developed and growing business as it is growing across the world. In addition, the highest standard social and environmental performance is performed by the company for getting the B Corp certification. In addition, the application process was performed in a careful manner whereas the company has been chuffed with getting the certification in the first attempt. Hence, different steps have been taken for performing this business successfully. Apart from that, various high standards corresponding to the social and environmental performance along with transparency and accountability have been met.

A low involvement product such as “*Strawberry Juice*” is the product that Innocent drinks focus more and expands business in the international market such as Germany and US. On the other hand, every 3 years, against the **B Impact Assessment (BIA)**, this company is audited where the details of this business have been looked out and the business has been operated in the right way for the development of this company. Moreover, the Coca-Cola company owns over 90% of this innocent company (Innocent drinks, 2022). Additionally, during the certification of this company, a score of 92.5 was marked for this company whereas, across the global business, this company wants more than 100 as its score. In such regard, at the end of 2021, this company reached 105.2 points in its score and the target has been smashed. Furthermore, per week, **more than 2 million smoothies** are sold by this company.



	per 100ml
Energy	216kJ (51 kcal)
Fat	<0.5g
of which saturates	<0.1g
Carbohydrate	12g
Fibre	1.2g
Protein	<0.5g
Salt	<0.01g
Vitamin C	7.8mg (9.7%*)
Folic Acid	17.8µg (8.9%*)
Potassium	159mg (8.0%*)
Manganese	0.23mg (11%*)
*%Reference Intake	

Figure 1: Ingredients for the drinks

(Source: Innocent Drinks, 2022)

All the words, which are used by this company innocent drink are mainly for everything. “*Psithurism*” is a significant name which is mainly the sound of the wind. Besides, “*sprezzatura*” defines giving load corresponding to the effort for making it like a thing where any effort has not been given. Along with that, defenestration defines the act of throwing someone out of a window. In addition, creamy mango, fragrant passion fruit, and zesty orange are used for making tasty drinks.

In such correspondence, there are various things rather than hitting scores and ticking boxes. Hence, several strategies have been taken for the development of this company. Furthermore, this company not only focuses on profit but has also created a commitment for providing quality drinks. Besides, **B Corp** is the heart of this company where different kinds of drinks are produced. Moreover, for operating this business, the right path is followed. In 2018, this company became a B cord and aimed to reach 100B Corp points out of 200 within 2023. In 2021 this company has been recertified in order to see its new score and it has reached 105.2 points out of 200 already and filled the target. On the other hand, this company has not blown

their own trumpet too much and this company has become one of a few B Corps across the world whereas these companies are both a *\$1bn brand* and crossed a score of over 100 out of 200. In such circumstances, this innocent drink has also crossed point 100 and created a brand value. While this innocent drink company is able to grow its score corresponding to them by different kinds of things such as engagement of the suppliers in the hero supplier programme of this company, creation of a gold standard office environment, and volunteers for supporting the local communities around the offices of innocent drinks for the development. Hence, through the help of the B Keepers, innocent drinks keep working in order to get the score higher the next time for the development of this company.

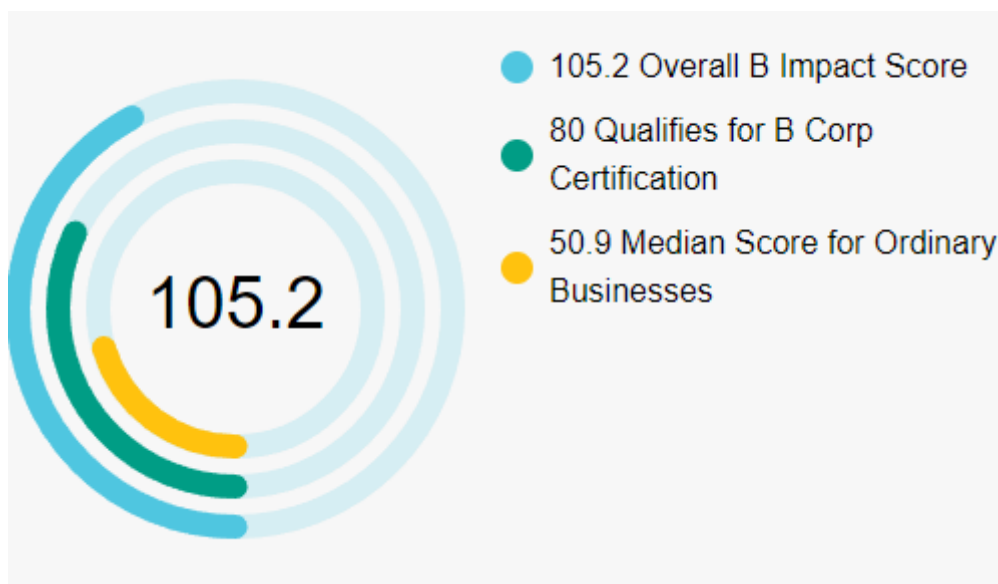


Figure 2: Overall B impact score for Innocent Drink

(Source: Innocent Drinks, 2022)

By depending on the B Impact assessment, innocent Drinks earned an overall score of 105.2 has been earned by the company innocent drinks. In such correspondence, the median score corresponding to the ordinary businesses is currently 50.9, where the assessment is completed. Along with that, in order to make various healthy drinks, lots of important stuff are needed responsibly and sustainably in place for the production in a significant manner. Different types of little drinks and cracks are produced by this company whereas this company had a great dream for creating a B corp company and crossing the point 100 out of 200 (Innocent Drinks, 2022). Hence, in 1999, this company decided to make drinks by crushing the fruits into bottles for helping people by providing the little drinks.

Marketing activity in two different countries with various factors

In order to manage business activity and market expansion in new countries, internal and external factors regarding the countries need to be understood. In this case of Innocent Drinks, two countries Germany and the US have been selected as international markets. For knowing the factors about the countries, PESTLE analysis needs to be done for the best market expansion.

PESTLE analysis for Germany:

PESTLE analysis is used to maintain the particular market of strawberry juice by Innocent Drinks and all six factors like social, political, technological, legal, environmental, and economic are going to be discussed below.

- **Political factors**

Germany mainly follows representative democratic policy and is based on the system of federal parliament. In this regard, the international market of strawberry juice can be possible on the basis of some political scenarios and stability that are useful for business management (EURYDICE, 2022). Additionally, a diplomatic relationship has been managed by Germany in the case of European countries and this results in a well import-export system along with a good transportation system of various raw materials as well as delivery of products. This will influence Innocent drinks to manage their strawberry juice products in a great possible way to the German market.

- **Economic factors**

GDP and unemployment rate are considered as economic factors of any country and in the case of German economic factors, Strawberry juice can expand its market in the German business market with more productive growth. Apart from that, the current GDP rate of Germany is approximately 3.8% and will be helpful to stabilize the youth's employability in Germany (The world bank, 2022). This indicates Innocent Drinks can expand its business market in Germany by managing its attractive GDP and employability percentage in a significant way.

- **Social Factors**

In order to internationalize the business market of Innocent Drinks in Germany, Innocent Drinks can be provoked by the stable economy as well as the high standard of living. Besides,

a diverse population is included in Germany in which the demands for the food items varied effectively (EURYDICE, 2022). In this respect, the people of Germany try to become diligent and perfect with their hard-working activities, and managing drinks products will be very crucial for Innocent Drinks to meet business objectives.

- ***Technological Factors***

In the regard of the technological aspects, Germany holds the 5th position over the world and any kind of innovation and appropriate technological growth on the basis of the sustainability of Innocent drinks can be beneficial for business development. Besides, the food production from various raw materials in correspondence to the time-effective and cost-effective way will be managed easily in developing technology and manufacturing activity.

- ***Legal Factors***

The improvement of businesses and organizations is managed by German legislation and various acts in which foreign entrepreneurs and investors are always welcome (Federal Ministry of justice, 2020). After that, equality is the better process of promoting through German law like the "***Foreign Trade and Payments Act***", where employees are involved with race biases, irrespective of sex, and many more activities for Innocent Drinks.

- ***Environmental Factors***

Technological development is too good for Germany and that has a negative impact on the environmental aspect of this country (AZO cleantech, 2015). Production and pollution aspects are also matters in managing a foreign business-like Innocent Drinks. In such regard, various initiatives in the relevance of sustainable energy and its development have been taken by German society to various business perspectives like strawberry juice or Innocent Drinks.

PESTLE analysis for the US:

- ***Political factors***

The US is considered the second largest democracy in the world and the president has the power to organize the country with his best quality political activities. The best advocates of democracy in the US attract FDI in a significant manner. Besides, with various challenges and difficulties, the US focuses on fair and transparent political activity in many fields, and

Innocent Drinks can expand their market with strawberry juice in this particular regard and that can be very much effective for their business growth.

- **Economic factors**

The US is the largest and most powerful economy in the world and as per the DataLab financial report, the annual GDP of the country is approximately \$20.87 trillion by 2020 and the annual per capita is about \$63051 (The world bank, 2022). The unemployment rate is increasing day by day in the US and the purchasing power of people is declining continuously. As a result, Innocent Drinks has the opportunity to manage its market in this country and involve many young people in employability roles actively.

- **Social factors**

The total population of the US is appropriately 328 million and is considered the third largest populated country in the world (Worldometer, 2022). As per the estimation, in this large sobriety, there are various kinds of customers and Innocent Drinks can manage marketing segmentation in a great way. Additionally, the ageing population is highest in the US and this creates a labour supply.

- **Technological factors**

A fascinating and attractive technology is seen in the case of the US and the best R&D expenditure is also seen in this country and top five companies like Google, Facebook, Amazon, Apple, and Microsoft are also in this country and considered tech leaders in the current technological globe. The technological passion can promote Innocent Drinks to manage their products as well as services in an adequate way.

- **Legal actors**

All the legislations and acts regarding different things such as for foreign business purposes *FIRTA (“Foriegn Investment in Real Property Tax Act”)* is helpful for all conducts and entities (TMF group, 2018). After that, in the case of the taxation system, US corporate tax is reduced to 21% from 35% as per the report of 2017.

- **Environmental factors**

As per the geographical context, the vast landscape of the US attracts millions of tourists' attention and approximately 79 million tourists will be involved in this country by 2019 and that is considered as the top six countries in the world (Environmental protection, 2020). After that, the US also faced 218 worst natural climates since 1980 and they must focus on natural betterment and a pollution-free environment for appropriate business as well as human health.

Market entry strategy for the company

Different kinds of strategic options have been adopted for entering the overseas market corresponding to this drinking business. Along with that, direct exporting through the utilization of several own resources is too significant whereas this innocent drink company obtains direct control over sales. Furthermore, in investing more money, time, and energy in the entrepreneur, several disadvantages are included. On the other hand, for the cultivation of a significant customer base corresponding to direct sales, people power has great importance which is generally difficult for managing. In such correspondence, in this drink production company, several types of little drinks and crushed fruits are created (Brandl and Hornuf, 2020). Additionally, Partnering is also a significant strategic option essential corresponding to the exploration of the foreign market. Besides, the form of sophisticated 'strategic alliance' is taken by the partnering of innocent drinks in order to manufacture various little drinks. Atos has been selected as the digital partner for a carbon-neutral company. In such corresponding, for gaining different kinds of skills for managing the little drinks delivery to the US and German people. Moreover, due to various inappropriate decisions of the partner of this company, the loss of the company can take the burden regarding the debt and compensation costs blended with the entrepreneur.

Along with that, for this innocent drink, a significant strategy is the franchising of its own brand of drink services delivery. Besides, there are certain limitations corresponding to the franchising which refers to the limited creativity and innovation corresponding to the drink products. However, at B corp level, this company has crossed over 100 points out of 200. In such correspondence, in order to enter the foreign market, piggyback is a significant strategy whereas the selling of the products has been appealed by it corresponding to the contemporary domestic organization in the international space where various industries of drinks are operating (Brandl and Hornuf, 2020). While it is a low-cost investing theory, different disadvantages are included corresponding to the demarcation of the reputation of the drinking

products. In such correspondence, the reputation and brand corresponding to the innocent drink depends on the fruits.

Requirements of doing business in Germany

There are various small general legal aspects to setting up a business in Germany and the owner must be 18 years old. Besides, for not getting banned from professionalism, keeping secure and safe are major priorities of the owner, and that is prohibited by the courts and based on the federal government of Germany (Wolters Kluwer, 2020). After that, registration of planned activity, managing trade licensing, taxation activities, and many more factors needed to be involved with this process. Germany mainly focuses on the "European Certificate of Good Conduct" and looks for "Resident's registration office". Germany is considered one of the largest consumer markets across the European Union with a population about 82.4 million (Wolters Kluwer, 2020). and is the biggest importer and third-largest exporter of consumer-oriented drinks worldwide in the case foreign purchasing, the most effective country is considered as Germany.

Requirements for doing business in the US

An endorsement of consolidation must be documented with the "Secretary of State" and more than 50 states have taken on varieties of "Uniform Commercial Code" along with large applications for the agreement that can offer products more than \$500 (TMF group, 2018). In the case of different states, the investors can choose chiefs, and they can set their strategy and official's activities as well as all the overseers of a US enterprise will be far off nationals. Innocent Drinks can focus on the particular process of the US legislations and proper activities to manage their business as S-corporation. This can be unfamiliar organizations and regular people. According to this, the interior construction, as well as standing rules of partnerships, can be compared over the meeting individual organization necessity (TMF group, 2018). Along with that, during deciphering such agreements, the courts can shift focus across the UCC for addressing the holes that the gatherings are not able to address in their arrangement. This can imply beneficial dissemination as instalments to the charge of proprietor level.

The most effective and well-known corporate structure is a C-corporation, which is charged at the "corporate personal expense rate" and separated from the corporation's proprietors. Additionally, numerous unfamiliar companies carry on the basis of the US partnerships. Alongside, these are coordinated under the regulation of the state and each state has its own guidelines. In the case of the US, a partnership can undertake the laws and acts of one state and

have its "chief business environment" in the alternate state (Cvetić *et al.* 2018). Moreover, this collection of twofold tax can be kept away from the organizations of the US by identifying to be treated as an S-Corporation. This is considered as a "pass" element for government charge purposes and its well management processes. After that, this appears to be legit for integrating in the state by managing the business plans for finding its activities.

The major aim of the innocent Drinks is to manage a large number of products for their customers in Germany and US and better sales in this regard. Rather than owning the farms, the company must build strong relationships with the workers and all the political factors to these communities. Additionally, activities regarding the elimination of traditional methods can be helpful for the company and the value chain as well as incorporating creativity and greater innovation in the products can be the best approach to enter the markets in two different countries. CSR strategy must be maintained and this can be indicated as business ethics as well as better globalization of the products (Brandl and Hornuf, 2020). Apart from that, based on the particular evaluation, this can be understood that Innocent Drinks needs to provide and guide assistance to the suppliers to greater product and growth. Additionally, the "Potential R&D (Research and Development)" of the target market will be managed by identifying the trendy demands of various customers. After that, this is really essential to understand the requirements and needs of the consumers on the basis of products and its sales.

Marketing segmentation for this product within two different countries

In order to manage the marketing segmentation for Innocent Drinks, STP analysis can be discussed for the company on the basis of both US and Germany appropriately. STP implies segmentation, targeting, and position. For these two countries and the target audience for the smoothies and juices, a discussion is going to be analysed below.

STP Factors	Description for Germany	Description for the US
Segmentation	Demographic In this case age, gender, education, income, and size of the target market have been discussed and in this particular manner, Germany	Demographic Many universities and colleges are there and all students can be included to attract juice and smoothies and that can be beneficial for

	is the best place for this company to manage their products to all categories of people from low income to high-income people. Due to educated people and well-generated office staff, drinks can be the best option to capture the market for Innocent Drinks ● Psychographic These factors include attitude, behaviour, and particular lifestyle and that indicates who is the buyer and why is the buyer, besides, many children and young people who love soft drinks in a cheap rate can go for this ● Behavioural In this regard, better opportunities are there in the case of the particular customers who have a good attitude and good vibes in these smoothies and strawberry juices. ● Geographical Many areas of Germany especially to soft drinks and its value in the German market such as Munich and	Innocent Drinks. No age limit is there to drink these smoothies and juices (Shariff <i>et al.</i> 2020). Various office staff and all children, as well as college staff, can attract these smoothies. ● Psychographic Children like juices, and smoothies, and due to this, a big opportunity is there to form a market in US regions with largely populated areas. ● Behavioural Attitude, characteristics, and interest in the products can imply potential customers and for these children, young aged people are major priorities for Innocent Drinks. ● Geographical Texas, Las Vegas, and San Francisco are the major regions to expand the market of Innocent drinks, and more than this, the particular chances of juices and smoothies are to be more preferred to those people who are from low income to high income.
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	Aurgsberg can ensure a better marketplace for Innocent Drinks.	
Targeting	Targeting is the best way to develop a business market and its activities and for these better sales are there in which children and young generations occurred (Pentikäinen <i>et al.</i> 2018). From the children to many people like platters, and young college students can go for special kinds of smoothies and juices by Innocent Drinks.	A better place of market development can meet targets and objectives and due to this, innocent people must focus on the target people like children and young aged with different sports organisations who are really important for the company.
Positioning	The price of the product is not too high so that can be affordable for all kinds of customers and many of the customers who have the attraction in such kinds of smoothies and drinks.	The position is the major activity of market expansion and local position and the place that is beside the main way are more suitable to innocent Drinks (Amadea and Purwanegara, 2020).

Table 1: STP analysis of Innocent drinks in both German and US marketplace

(Source: As influenced by Amadea and Purwanegara, 2020)

Marketing strategy for this product

As per the website and record of Innocent Drinks, it is able to make approximately 200 million sales of smoothies per annum and is so dominant in the European Union with its smoothies and soft drink market that it can create a brand image in the UK. An influential market activity can promote their business growth as well as internationalization in Germany and US in a great deal. Additionally, the strategy of distinctive marketing, as well as unconventional methods of

selling the drinks, can be more effective for their customer's experience as well as proper management of the services. These can be conveyed through various charity projects, recipe books, and experiential marketing in a natural-oriented decoration as well as the festival of the company's vans, and their brand message can be helpful to implement their market in a great way. The founders of the company "Adam Balon", "Richard Reed", and "Jon Wright" have built a strong marketing strategy to the UK regions and approximately £16 million brand growth has been seen year on year and that indicates 80% and the company's strategy is mainly based on marketing mix 4Ps (Grin, 2015). This includes product, place, promotion, and price. From 1999, the company managed various marketing activities in this regard of drinks products development and the current strategy for marketing is to internationalise the business in Germany as well as US.

Product

Innocent Drinks has expanded their Drinks product by offering “product differentiation”, and these include coconut water, smoothies to juices. For capturing the market in US and Germany, bubbles and special drinks for young aged and children for covering a more diverse market over the countries. As per the driver product, the corporate image and brand of innocent try to reach an exact “health and charity-orientated target audience” and extension of product range through adding better product policy that suits their organisation. Basically, the product of Innocent Drinks is mainly focusing on the corporate image and brand value and those includes CSR strategy and packaging of products and are being conveyed to sell drinks. Sustainability is a major part of business and those values are “natural, commercial, generous, and responsible, as well as entrepreneurial” (Rajath and Santhoshkumar, 2020). Consumer satisfaction and their benefits are the best priority for Innocent Drinks and for capturing the market, target audience and their satisfaction can be the best activity in this regard. Natural ingredients of the Drinks and Smoothies are very much effective for Innocent Drinks and that is the consequence and healthier for the customers.



Product



Place



Promotion



Price

Figure 3: Marketing mix 4Ps for Innocent Drinks

(Source: Self-developed)

Price

All the smoothies and beverages are effective as well as helpful to evaluate the expansion and market research with the management of a particular market. After that, this can be down to the way by 10% of each buying and selling to the noble cause. As per the market research, showcasing of supervisors can be gone through cost choices and based on association income. This indicates the costs and deal of the volumes in a great regard. Cost has an active bearing on the volume of deals and that can be expressed as customer segmentation and their satisfaction fully based on customer's requirements and prices of the products.

On the basis of the limitation of the supermarkets, the selling of Innocent Drinks can use "amount limits" for initiating purchase and a greater amount of these exact products and series. Apart from that, Sainsbury's utilises particular limits such as "purchase any 2 for £5.00" while one single smoothie costs £3.00". In this regard Innocent beverages can be more effective for customers' satisfaction along with various beverages, with £2 to £4 for each beverage (Grin, 2015). After that, it is probably going to manage an aftereffect of their wellbeing and good due to crusades and various gifts in this respect. These Innocent Drinks can lead the market instead

the fact that their items are more costly and that may infer the sovereign reach along with significant manners.

Promotion

Advancement can be communicated as "here and there" purchasers, and before the particular process can be fitted a products' true capacity, and that can be shown the way of adding the product to customer's fulfilment. The major hypothesis can be represented as "correspondence with the possible customer" and can be characterized as "the special component of the blend furnishes correspondence in with the ideal client bunch" (Rajath and Santhoshkumar, 2020). According to this, the promotion of Innocent drinks can be managed as "advertising, incorporates publicizing, and deals advancements", and different TV advertisements as well as official statements on the websites for making these products more effective and reasonable.

Place

Apart from that, the existing pattern of this kind of smoothies and juice can be impacted positively and that can be maintained through "presentation, market development, market development and deals decline". Along with that, Juices and smoothies like these particular products of Innocent Drinks and that can be managed the "phase of market development" due to numerous similitudes and contenders in between various items available in the market. Additionally, 'Guiltless Drinks' can cover the marketplace of US and Germany to promote their marketing expansion with the particular mission of producing and giving buyers data along with guaranteeing the subsequent purchase of a beverage (Grin, 2015). This can be supportive and managerial for an individual's well-being and the advancement of smoothies can be assumed like spot, value, quality and helpfulness on the requirements of sensible customers. German and US are the better places for international marketing for Innocent Drinks to capture the particular process of market research and its activities.

Directional development of the company with organisational approaches

Directional development is fully based on some strategic implementation along with the particular process of managing organisational activities and business growth in a significant way. After that, *Principles of administrative theory* can be best suited for Innocent Drinks for developing the Internationalisation and their market expansion in Germany as well as US.

Principles of administrative management theory



Figure 4: Administrative management theory

(Source: Self-developed)

As per the administrative management theory, six main functions are included with the leaders whereas forecasting, planning, coordinating, commanding and controlling are involved in the business. In such correspondence, for the outline of the organising and interaction of the leaders with the teams for business development (Aristova *et al.* 2021). As per this theory, several principles should not be rigid whereas for the utilisation of these principles in an effective and efficient manner it has to be left up to the managers. Hence, the principles have been outlined in a significant way.

- **Initiative:**

Through the initiative, the freedom of the employees is referred to where the employees need to conduct their responsibilities without any kind of force or order.

- **Equity:**

As per the principle of equity in an organisation everyone should be treated in an equal manner where an environment of kindness has to be included.

- **Scalar chain:**

Corresponding to the principle of scalar chain a chain of supervisors have to be included from the top of the management to the low level of the management in order to perform the communication flow from top to bottom fire as no hard rule corresponding to the communication process by this chain of command should not be included.

- **Remuneration regarding the personnel:**

Apart from this rule in order to create a bond between the organisation and the employees by depending on the performance level both the monetary and non-monetary remuneration have to be included corresponding to the assertion (Demichev and Iliukhina, 2019).

- **Unity of direction:**

Regarding the principle of unity of direction One manager needs to be included in every department in order to coordinate the group activity for attaining a single goal for the development of the business.

- **Discipline:**

Apart from the principle of discipline every employee needs to be respectful and obedient for their organisation and different kinds of rules and regulations have to be outlined in the organisation for clarifying the rules and good supervision system where a reward punishment system should be included.

- **Division of work:**

Corresponding to the division of work the overall exchange regarding the management has to be divided where different kinds of responsibilities depending on the skills and interest of the team members have to be given to them in order to make them more effective and efficient for the organisation to develop the business (Aristova *et al.* 2021).

- **Authority and responsibility:**

As per the principle of authority and responsibility a balance should be included between the authority and the responsibility for authority refers to the right for giving

various commands and making decisions whereas the responsibility refers to the obligation regarding an employee for performing the designated tasks.

- **Unity of command:**

According to the principle of unity of command only the supervisor has to give orders to the Employees and the employees need to be accountable to the supervisor only.

- **Subordination regarding individual interest to general interests:**

Corresponding to the subordination regarding individual interest to general interests, between the individual and the organisation, harmony must be included whereas the organisational interest creates rewards for individuals and it has to be given priority.

- **Centralization:**

As per the principle of Centralization, to the top level of management, the topmost level of authority has to be centralised where the top level management has the power for making the most important decisions blended with an organisation (Demichev and Iliukhina, 2019).

- **Order:**

According to the principle of the order, the right person must be included in the right job for running the organisation smoothly. In such correspondence, a proper place has to be given for every employee and material.

- **Stability of tenure:**

Corresponding to the principle of the job security of the employees have to be confirmed for increasing the efficiency.

- **Espirit de corps:**

As per the principle of Espirit de corps, a unified team contribution has to be included and from the aggregate of individual performances, the corporation has to be greater.

Conclusion

As per the study research, it has been concluded that, the marketing activity corresponding to the international business have been encapsulated for the development of the innocent drink company where smoothie, juice and little drinks. Hence, for the expansion of the business market **PESTEL** analysis has been illustrated and for the market strategy **4P** and **STP** have been discussed. Furthermore, several activities have been discussed for this innocent drink company where the details of the company and its market exploration in the US and Germany have been elaborated.

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