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ASSIGNMENT 1

INTERNATIONAL MARKETING
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1. Introduction

International marketing is the process of implementing marketing strategies to target customers in different countries. The process conducts marketing research to identify the target markets for products and services. Tien et al. (2019) mentioned that international marketing is important for developing the promotion and distribution of strategies to the needs and preferences of consumers. Moreover, targeting customers in different countries diversifies the customer base and increases the revenue to gain a competitive advantage over rivals. On the contrary, international marketing poses challenges as companies encounter language barriers, cultural differences, and legal and regulatory policies. Thus a detailed understanding of marketing strategies is required for the adaptation of products and services to meet the unique requirement of the market they enter. This assessment critically compares and contrasts the impact of similarities and differences between nations in a marketing context. The present study will discuss the marketing strategies adopted by Nissan, focusing on Japan and the United Kingdom.

2. Macro Environment Analysis

The macro-environmental analysis evaluates the factors that control the organisation and have a substantial impact on business operations. In addition, tools such as PESTLE analysis, the Hofstede cultural dimensions model, environmental scanning and environmental analysis help to gain an understanding of external factors to develop business strategies (Sijabat, 2019).

PESTLE



Figure 1: PESTLE analysis
Source: (Sijabat, 2019)

Factors	Analysis
Political	• Unstable political conditions in Nissan operating countries lead to disruption in the supply chain and production. • In addition, Changes in trade, tariff and government policies impacted the production cost and sales of Nissan (Shimamura, 2023).
Economic	• Yukawa (2023) revealed that changes in interest rate affect the demand for loans to finance a car purchase, and this impact the sales of Nissan. • While the fluctuation in exchange rate directly affected the pricing strategies of Nissan.
Socio-cultural	• Since the company operates in different countries, the difference in culture impacts the acceptance of the brand and the demand for its products. • Nadayama (2023) mentioned that factors like age, income, and the social status of consumers influence the demand for Nissan products. • Changes in lifestyle and consumer preference result in the demand for Nissan products.

Technological	• Nissan focused on product development strategies with the growing demand for connectivity and automation (Jiang and Zhao, 2023). • To keep up with the latest technological advancement, Nissan invests in research and development. • The shift towards electric vehicles impacted the production strategies and sales of Nissan.
Legal	• Nissan complies with the regulation related to safety, emission and laws that focus on labour safety in different countries where the company operates. • Nissan highly ensures the safety of the product for consumers comprising product liability laws (Abe, 2023). • In the case of intellectual property, the company protected the property rights.
Environmental	• Nissan focused on innovative products and production strategies that address the concern of reducing environmental impact. • Nissan's production and product demand for sustainable products and green technology (Topuria et al., 2023).

Therefore, PESTLE analysis provides insights into external factors that affect business operations of Nissan. By analysing the factors, it is evident that Nissan needs to develop strategies to address the challenges that arise and capitalise on the opportunities to expand the business.

The Hofstede cultural dimensions model could be included related for social/ cultural forces

The Hofstede cultural dimension tool analyse the social and cultural forces that impact the company strategies and operations. The model analysis six dimensions that includes power distance, individualism and collectivism, masculinity and femininity, uncertainty avoidance, orientation and indulgence (Taras et al., 2023).

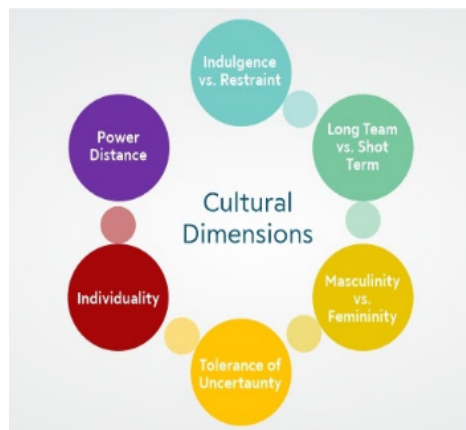
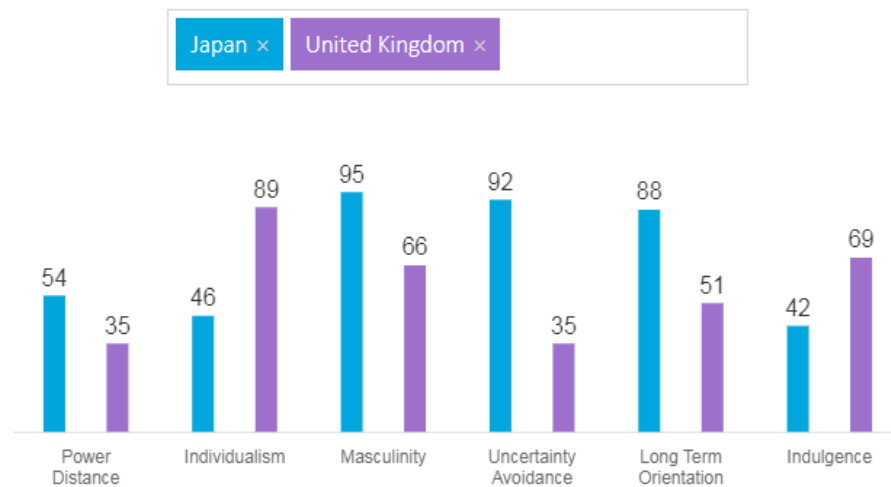


Figure 2: Hofstede cultural dimension

Source: (Taras et al., 2023)

In this study, the model compares the cultural dimension in case of Nissan of the United Kingdom and Japan to identify the similarities and potential differences that affect the operational functioning of company in these markets.



In case of Japan

While analysing the dimension, it is inferred that Japan has a high power distance score than the UK and this clearly indicate that Japan is more accepting of unequal distribution of power and authority. In addition, Nissan management structure and decision is perceived in Japan. In addition, Japan score high on collectivism where people focus on loyalty and group goals. Further, Japan score high on uncertainty avoidance and indicated that Nissan markets in Japan should focus on risk management approaches. In case of masculinity Japan score high and competition are valued highly while in the UK scores high in femininity and this interprets that cooperation and caring is more valued in the UK.

In the UK

Further, the UK score high on individualism and indicated that people prioritise achievements and goals. Thus in particular Nissan need to markets products and services by analysing the score in these two countries. This clearly impacts the markets and designs of Nissan. Moreover, the UK score high on short term goal and Japan score on long term orientation that focused on long term planning and strategies. In fact, both the countries scored relatively low on indulgence and this demonstrated that Nissan vehicles and services needs to meet the desires and need of consumers. Furthermore, understanding the cultural dimension Nissan need to tailor operations in specific needs and preferences of consumers in Japan and the UK.

Critical analysis of Hofstede cultural dimension model

Hofstede's cultural dimension model identifies five cultural dimensions that compare and contrast the behaviours, values, and the attitude of people from different cultures. This tool is recognised as an incredible tool for the organisation as well as for a business that operates on a global scale (Arimitsu, 2023). Moreover, the model increased cross-cultural communication and understanding by highlighting the cultural differences among countries. In particular, identifying the differences enables the organisation to handle the complexities of working with people from varying cultural backgrounds. Additionally, the model supports inclusion and diversity, which is an important factor for organisational growth.

Environmental scanning

Environmental scanning is essential for companies to expand their business operations in different countries to develop effective marketing strategies. Vargo et al. (2023) mentioned that environmental scanning identifies opportunities for growth and expansion of business and threats that impact business operations, like economic downturns and political instability. For conducting environmental scanning it is important to identify the key areas and collect data accordingly. Further, analyse the collected data and interpret the findings to understand the trends of the business. In addition, environmental scanning helps to mitigate risk in business by identifying potential issues that arise in different markets. Thus aid the organisation in initiating proactive steps to address the issue and minimise the impact of business operations.

Environmental analysis

According to Azimovna et al. (2022), environmental analysis is important for international marketing since the analysis identifies external factors that impact marketing strategies and business operations in different countries. The political environment of Nissan operates in a highly regulated industry and is subjected to various policies and regulations sanctioned in different countries where the company operates. In addition, the global economic environment impacted sales performance and business operations. In particular, consumer spending and demand for vehicles depend on various factors, and they are currency fluctuations, inflation and interest rates. At the same time, changes in consumer trends, lifestyle choices, and preferences directly demand technological advancements. This indicated the socio-cultural environment of Nissan to maintain

the competition with other vehicles in the market. Further, the company stays ahead in technology advancements in the constantly evolving automotive industry.

Autonomous driving technologies and advanced connectivity features are the two main technology environments in Nissan (Hind, 2022). Moreover, the brand considers the safety standard, emission regulations and laws that encompass property rights, patents and consumer protection. Additionally, the environmental impact on the business operations such that changes in weather patterns adversely affect the manufacturing facilities and cause supply chain disruption. Furthermore, Nissan operates in an industry that significantly impacts the environment to reduce carbon footprint and thereby promote sustainable practices.

2. Porters five force model

Porters five force model identifies the competitive forces that influence the market share and companies profitability rate. In addition, the model particularly point out the opportunities and challenges faced by the company in the respective industry (Baxter, 2019). Further, the insights into competitive forces help to understand the strength of the each force that impacts the company operations.



Figure 3: Porters five force

Source: Baxter, (2019)

- The threat of new entrants: The industry is highly capital-intensive, and new entrants always face barriers to entry. The significant barrier is due to the high cost of establishing

manufacturing facilities, marketing and research and development. In the case of Nissan, the company faced competition from other companies such as Honda, Toyota and General Motors. Moreover, the high capital intensive affected their market share (Helmold, 2022).

- Bargaining power of suppliers: Due to the global presence, the company indicates a significant presence and can negotiate with suppliers. In addition, Nissan sources a significant amount of components from suppliers and, due to strong brand value, results in the lower bargaining power of suppliers. The market size and position of Nissan give the company an advantage in negotiating with suppliers. To demand low prices and better terms from suppliers in terms of purchasing power reduced the cost and improved profitability. Nissan implemented a Supplier Code of Conduct that includes sustainable practices and ethical standards to be maintained among suppliers associated with the brand (Kozlovsky et al., 2022).
- Bargaining power of buyers: Buyers in the automotive industry have high bargaining power since they have several options. In order to maintain the brand position, Nissan must offer the best quality and competitive pricing. This will maintain the brand image, and the high-quality services retain the customers towards the brand (Marković and Mijušković, 2022). The internet and other media made it easier for buyers to compare the features and prices across different models in order to differentiate from competitors. Nissan involves offering discounts and promotions to meet the change in marketing conditions.
- The threat of substitute: The main threat faced is from alternative modes of transportation like scooters and public transport. However, these substitutes do not directly substitute for cars as cars offer a level of convenience, flexibility and comfort. Further, Nissan recognised the trend towards electric vehicles as consumer preference towards sustainable modes of transportation (Ma et al., 2022). Investing in electric vehicles and other high-quality, innovative products and services enables Nissan to meet the needs of customers and thus maintain a brand position in the automotive industry.
- Competitive rivalry: Nissan faces competition from various other companies in the automotive industry. In addition, the level of competition is high, and the companies compete on innovation, quality, pricing and marketing. Further, marketing is critical for competitive rivalry in the automotive industry. Nissan invests a high amount in advertisement and promotional campaigns to build brand value and also attract customers

(Yeh and Chang, 2022). Moreover, Nissan launched marketing campaigns to build brand recognition and differentiate itself from competitors in the industry.

Overall, it is evident that the rise of new technologies in the industry creates opportunities for new entrants, and this is indicated as a threat to Nissan. Further, the bargaining power of suppliers of Nissan is relatively low; thus, the company can negotiate with suppliers. However, the shortages and disruptions in the supply chain negatively impact the company's operation and adversely affect its profitability. Moreover, high bargaining power offered quality products and customer service to remain competitive. From the analysis, it is evident that Nissan remains competitive and succeeds in the ever-changing automotive industry.

Similarities and dissimilarities

In the UK

The UK market has large pool of suppliers and this gives automakers more bargaining power. While in the UK market buyers have high bargaining power due to intense competition and wide range of choices. But the UK market has wide range of substitute and this increases the threat. In case of the UK the automotive industry is highly competitive with established automakers. Overall, both the markets are highly competitive and offer wide range of opportunities for Nissan. However, the main difference between Japan and the UK market for Nissan is bargaining power of buyers, supplier, and threat of substitute and in level of competition.

In Japan

In Japan analysing threat to new entrants is relatively low due to the dominant companies while the UK market is relatively open to new entrants. Further, in Japan market buyers have relatively low bargaining power due to the limited competition and strong brand image of automakers. Furthermore, the competitive rivalry among Japanese automakers is intense due to the presence of dominant companies in the industry. Analysing the threat of substitute Japan has low threat since the country have strong preference for domestic brands.

4.SWOT analysis

SWOT analysis identifies an organisation's internal strengths, weaknesses, opportunities and threats. Moreover, the comprehensive understanding provides a structured framework for decision-making. The analysis encourages strategic thinking to stimulate new ideas and solutions and thus considers the multiple perspectives affecting the business (Viviana and Victor 2022).

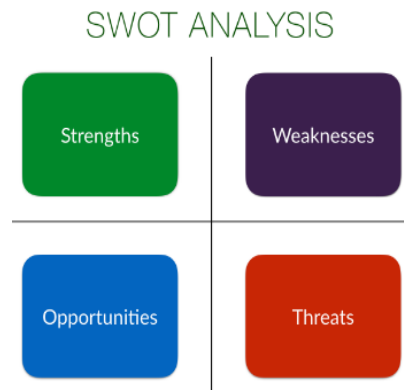


Figure 4: SWOT analysis

Source: Viviana and Victor (2022)

Furthermore, SWOT analysis serve as a strategic plan for organisation to take advantage of opportunity and mitigate the threats. The table below shows the SWOT analysis of Nissan:

SWOT analysis	
Strength - Nissan offers a wide range of products and caters diverse set of customers. - Nissan invests in research and development and has strong capabilities to innovate and introduce products in the market (Shimamura, 2023). - The company has a reputation for cost-effective manufacturing processes, and this helps to remain competitive.	Weakness - Dependency on key markets is considered a weakness for Nissan. - Nissan is dependent on the US, and the Japanese market makes it vulnerable to economic changes (Cao, 2022). - The company lacks unique features and is set apart from the competition. Further, Nissan has limited product differentiation, which adversely affects the brand reputation.

Opportunities • Nissan is expanding to India and China; this indicates the growing demand for automobiles. • The company needs to invest in technology to attain the major trends in the automotive industry (Olga and Veniamin, 2022). • Nissan explored partnerships to enhance product offerings and strengthen its market position.	Threat • Intense competition from other brands on market share and profitability. • Change in trade restrictions impacts Nissan's export and import of source materials (Fomicheva et al., 2022). • Pandemics and natural disasters disrupt the supply chain management, production and profitability.

Therefore, a SWOT analysis of Nissan reveals its strength and opportunities along with weaknesses and threats. Even though the company has a strong global presence, it also faces several challenges, such as dependence on key products and quality issues. In addition, the analysis highlighted the opportunities for Nissan as partnership opportunities and electric vehicle markets. Along with the company even faced threats such as economic uncertainty, supply chain disruptions, and intense competition. Overall, Nissan needs to address its weakness and take advantage of emerging opportunities in the automotive industry.

- **Similarities and differences**

In the UK

Nissan has strong brand recognition and reputation in Japan as well as the UK market. In addition, both markets support a diverse range of vehicles by focusing on hybrid and electric models. Moreover, Nissan has a high-quality manufacturing process and an established dealer network in

both markets. During analysing opportunities, it is evident that both markets have growing demand and an increase in interest in SUVs crossovers in both markets.

In Japan

Further, the dissimilarities in Japan market there is a lack of focus on electric vehicles, while the UK market is high dependence on the market for sales of particular models (Zhang, 2023). Perception of low quality in the UK market indicates competition, while in Japan, the sales are declining due to the global pandemic and financial losses.

5.STP

STP is a marketing analysis tool that identifies and analyses the segmentation, targeting and positioning strategy of the company. The analysis enabled the business to develop effective marketing strategies to the preferences of customer needs (Kalam, 2020). Through this, businesses can increase marketing efforts and maintain a higher level of engagement with products.

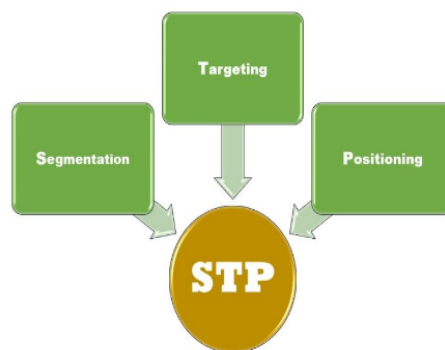


Figure 5: STP analysis

Source: Kalam, (2020)

- Segmentation- The company segments the market based on demographic, geographic, psychographic and behavioural factors (Xi, 2021). Nissan targets consumers looking for reliable and affordable cars. In addition, the company focuses on countries with growing demand for automobiles. Further, psychographics targets customers who are highly environment-conscious and value innovation. Furthermore, behaviorally target customers looking for cars with good value for money.

- Targeting- As part of diversification, Nissan targets products with different segments. For budget-conscious consumers, Nissan offered small cars like Micra and sedans to appeal to families. In particular, the company aimed at environmentally conscious consumers and targeted electric vehicles. For consumers who need more space and utility, Nissan offers models like the Rogue and the Pathfinder. Targeting different segments of markets with varying products enabled the company to build a diverse product line (Ing et al., 2020). Furthermore, Nissan offers vehicles to meet the unique needs of consumers and has been able to compete effectively in the global automotive market.
- Positioning- The company is positioned as an innovative brand and reliable brand that offers valued products. Nissan is committed to producing affordable, safe and fuel-efficient quality vehicles. The range of developed technologies is designed to make driving enjoyable and safer. The technology offered by Nissan is ProPILOT assist technology that features semi-autonomous driving capabilities (Utama et al., 2021). Further, the company is positioned as a socially responsible brand that focuses on reducing environmental problems and promoting sustainable practices.

On the whole, Nissan designs a broad range of consumers and specifically segments with targeted products. In addition, the company focused on innovation and sustainability to differentiate from competitors.

- Perceptual map

A perceptual map visually represents the customers' perception on different brands based on attributes. To develop a perceptual map it is important to identify the key attributes that target Nissan customer's value and plot against the competitors. The map analyses the segmentation, targeting and positioning of Nissan:



The main attribute that customers value is price, and in the spectrum, Nissan is positioned towards the lower-priced end. In addition, to reliability, Nissan is positioned at the top end of the spectrum alongside the brands like Ford. Moreover, the brand offers advanced features, and in the case of innovation and technology, Nissan is positioned towards the right along with the brand BMW. Advancements in technology offer features like autonomous driving and safety measures. Furthermore, the environmental responsibility attribute positioned the brand at the top along with Toyota. Overall, the perceptual map showed that Nissan is a reliable and innovative brand that offers good value for products and services.

6. Marketing mix elements 7Ps

The marketing mix analyses various elements that influence the company to achieve its marketing objectives. The framework provides a practical view for businesses to develop marketing strategies to meet marketing goals. Further, the model integrates and coordinates different marketing functions and aligns the marketing activities (Themba et al., 2019).



Figure 6: Marketing mix elements 7Ps

Source: Themba et al., (2019)

The section analyses the 7Ps of the marketing mix that develops and implements strategies for Nissan as a global automotive manufacturer.

- **Product:** Nissan offers a range of products that meet the preferences of different segments. The products include SUVs, sports cars, trucks, sedans and electric vehicles (Taxvia, 2020). In addition, Nissan focused on technologies and innovative features like advanced safety features and high-power engines.
- **Price:** Nissan employed various pricing strategies to appeal to different customer segments. In addition, the company offers prices for its vehicles along with financing options. Innovative promotional strategies attract customers and enhance the sales rate (Elma, 2020). Moreover, offering affordable financing options helps customers to overcome the barrier of upfront cost and thus encourages purchasing Nissan vehicles.
- **Place:** The company adopted market entry methods such as exporting, joint ventures, direct investment and strategic alliances (Wang, 2022). In the UK, the company used direct investment method, and this strategy allowed Nissan to access the European market. The direct investment allowed more control over the business and thus led to increased profits and significant market share. On the contrary, direct investment becomes challenging for Nissan as it required substantial financial resources. While in the case of Japan, Nissan utilised joint ventures and this made it easier to access new technologies and products. Čirjevskis (2021) pinpointed that Nissan adopted a joint venture with Mitsubishi Motors and developed and manufactured electric vehicles in Japan. The main drawbacks of joint ventures are the potential conflict and disagreements between the partners that lead to disputes and resentment.

- **Promotion:** The company uses advertising and sales promotion to promote the products. Further, the company incorporates television commercials and digital marketing methods to generate brand awareness and leads. In order to create a positive brand image, Nissan participates in sponsorships and events that connect the brand with its customer base (Wang et al., 2019). Associating with events resonates with the brand's targeted audience and thus builds brand loyalty as a reputable brand.
- **People:** Nissan valued inclusion and diversity, and this encouraged to development positive work culture. In addition, the company invested in training and development programs for employees working in the company. Further, proper training and development ensure that the employee's skill and knowledge in providing high-quality customer services.
- **Process:** Nissan streamlined the company operations and ensured the smooth functioning of the business along with efficient customer experience. The company initiated a digital platform for an appointment and online booking for vehicles and associated services (Sivaraman. et al., 2020). Further, the process tracked the progress of company operations and vehicle servicing schemes.
- **Physical evidence:** Nissan implements attractive designs and advanced technologies to enhance customer service. Moreover, the company focused on creating a positive physical environment in the dealership and service centres. Further, the physical evidence of its marketing mix of Nissan focused on enhancing customer experience and differentiating itself from competitors.

On the whole, Nissan's implementation of the 7Ps of the marketing mix contributed to its success in the global market. Additionally, the company diversified the product through innovation, strong promotional strategy, and competitive pricing. Further, the company focused on a global distribution network and streamlined its operations. Moreover, all the elements in the marketing mix enabled Nissan to build a strong brand image and customer base.

7.Direction development strategy

The Ansoff matrix is used by companies to analyse product and market strategies. The tool analyses four sections, which include market penetration, product development, market development and diversification.

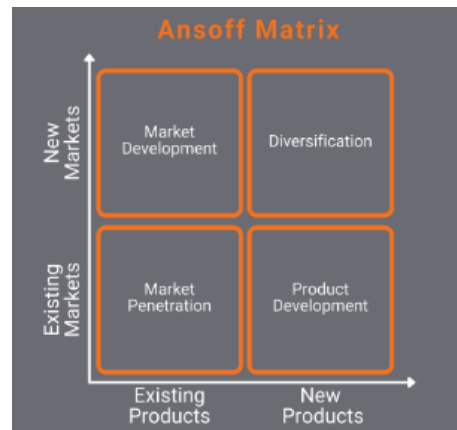


Figure 7: Ansoff Matrix

Source: Clarissa (2020)

Clarissa (2020) pinpointed that market penetration involves strategies to increase sales of existing products in existing markets. At the same time, product development strategies include developing new products in existing markets. Moreover, market development focused on strategies for entering new markets with existing products. Further, diversification strategies develop new products and enter new markets. In addition, the Ansoff matrix determines the potential growth options of Nissan. The table below represents the Ansoff matrix:

In the UK

Market penetration

- Nissan increased its market share in both foreign and domestic markets.
- For enhancing the market share, the company needs to expand its marketing strategies and activities.

Product development

- Further, Nissan introduced hybrid cars and electric cars to satisfy the growing demand for eco-friendly cars (Yoshimoto and Hanyu, 2021).
- Introduction of models with flexible fuel options.

Market development

- Nissan used the strategy to expand its product and services to global reach by entering new markets.

Diversification

- Nissan uses diversification to reduce its dependence on the automotive industry.
- Strategic partnership and acquisitions also help Nissan in diversification

In Japan

Market penetration

- An increase in sales was achieved through increasing dealer networks, promotional campaigns and implementing various loyalty programs (Lu et al., 2019).
- Nissan also needs to improve customer services to enhance the market share.

Product development

- Nissan focused on product development and diversified the product line by introducing new models and features.
- Further focus on environmental friendly transportation will aid Nissan to achieve a better product development.

Market development

- Nissan targeted the developing markets in Africa and Asia and indicated a growing demand for cars (Akabane, 2021).

Diversification

- The company involves in strategic development and expansion into renewable energy and electric battery markets.
- Expansion into associated markets.

Recommendations

A TOWS analysis evaluates the internal and external factors that affect the organisation. This section will detail the recommendation for identified factors and also ensures that the appropriate strategies are implemented.

- **Focus on stability:** Nissan needs to invest in research and development to implement new technologies and products to the growing demand for sustainable products. Moreover, the company produced electric cars to be a leading company in the renewable energy market.
- **Streamline operations:** Implementing advanced technologies such as robotics and automation improves production efficiency. By adopting efficient practices, Nissan could improve operational costs, increase profitability and remain competitive in the automotive industry. Further, optimising supply chain management reduces inventory cost and delivery time and enhances production efficiency.
- **Expand in emerging markets:** Companies could introduce new products to meet the specific needs of customers. In addition, Nissan capitalised on the growth potential of emerging new markets and expanded company operations in countries like Brazil, China and India. Expanding to emerging markets must consider regulations, cultural norms and local market conditions.

Critical analysis of the model

Ansoff matrix is a structured approach to evaluate the growth options of the company and also identifies the strategic alliances in a systematic and logical manner. Zanjani et al. (2020) mentioned that the matrix offered a range of growth options for products, as well as for market development and thus allowed companies to explore the avenues of growth. Moreover, by using this tool, companies could identify the risk and mitigate the risk by determining the least risk. However, the matrix evaluates the options it lacks specificity and provides a broad review of growth options. Apart from specificity, the matrix always assumes a stable environment for the company, but in reality, the business operations are held in an environment that is constantly changing and unpredictable. Additionally, in some cases, the matrix simplifies the growth process and suggests easily switching from one strategy to another without pointing out the encountering challenges. Despite the drawbacks, the Ansoff matrix promotes strategic thinking that enables companies to focus on long-term goals.

8.Product life cycle model

The product life cycle model details each stage that the product goes through from its introduction to its eventual decline phase. In addition, this section includes the product life cycle of Nissan along with the strategies adopted in each stage of product development. The product life cycle mainly include four stages and they are introduction, growth stage, maturity and decline stage (Asl-Najafi and Yaghoubi, 2021).

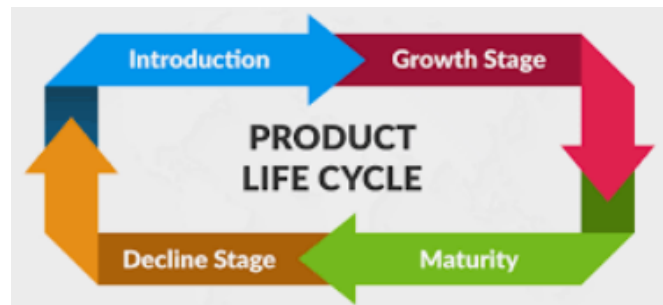


Figure 7: Product life cycle

Source: Asl-Najafi and Yaghoubi, (2021)

- Introduction stage: In the first stage of the life cycle, Nissan focused on building awareness and interest in the new product. The company offered test drives at dealerships and public events to give customers the opportunity to experience the comfort and thus develop a positive impression. Moreover, the company offered promotional pricing to encourage customers to try Nissan and make the model more affordable to customers (Muthi and Utama, 2023). Further, develop creative advertising and promote advertisement campaigns that include online ads, television commercials and billboards. In addition, the company leverages influencer marketing to expand the new product to a wider audience. Furthermore, shared videos and photos of the vehicle through platforms like Twitter, Facebook and Instagram engaged customers and online influencers.
- Growth stage: Nissan focused on expanding its market share and developing strategies to build brand loyalty. In addition, the company offered additional features to increase production to meet demand. Increased production to meet the demand reduced the delivery time compared to other brands. Moreover, invested in advertisement and marketing to differentiate the products from competitors. Further, Nissan products are lined with new variations, such as hybrid and electric versions, to attract consumers (Mokudai, 2020). The

company continues to invest in research and development to introduce autonomous driving technology and new safety features for the vehicle.

- Mature stage: The market of the product has saturated, and sales growth slows down. Alam (2021) pinpointed that Nissan maintained its market share by offering various incentives such as discounted financing, extended warranties and special promotions that keep the customers interested in the product. Moreover, the company introduced new features that maintained Nissan competitive with other vehicles in the market. The company targeted markets with demographics and also focused on customer retention. Further, Nissan enhanced after-sales support that comprised extended warranties and dedicated support channels for people who purchased Nissan.
- Decline stage: Nissan faced a decline stage as more innovative products came to the market. The company discontinued the production of the current model and introduced an updated version of Nissan with new features (Zhang and Tang, 2022). Additionally, the brand partnered with a complementary brand to generate interest for a new market segment. Further, the company revitalise sales by reducing production cost and price discounts and launching new marketing campaigns that appeal to the product to a different market segment.

9.Conclusion

The report analysed the international marketing strategies required to adapt the products and services of Nissan to meet the unique requirement of the market they enter. From the macro environmental analysis, it is evident that both Japan and the UK have stable political environments. Moreover, analysing the economic factor, Japan has a mature market, and the UK market is growing. Japan has collective culture, while the UK has an individualist culture. In the case of technology, both markets have a high level of technological advancements. Legal frames are similar in both countries. In order to identify the cultural dimension, the assessment included Hofstede cultural dimension model. From the model, it is inferred that Japan has a high score on collectivism, uncertainty avoidance and long-term orientation. At the same time, the UK has a high score in individualism, masculinity and indulgence. Porter's five force model interpreted that both the markets are highly competitive in the automotive industry where as the UK market has greater bargaining power of buyers compared to Japan. Further, the SWOT analysis identified that Nissan

has strong brand recognition and growing demand in both markets. Moreover, both markets have growing demand for SUVs and a strong focus on price, product and promotion. As a directional development strategy, Nissan needs to focus on market penetration and product development in both markets. Furthermore, the product life cycle model demonstrated the different stages of Nissan. Nissan should focus on product differentiation and innovation in the growth stage and market consolidation in the maturity stage. Overall, it is understood that Nissan should leverage its strength in both markets to address its weakness and focus on opportunities to achieve success in business.

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