



Høgskolen i Telemark

EKSAMEN

5208 INTERNASJONAL MARKNADSFØRING

19.12.2008

Tid:	5 Timer (9 – 14)
Målform:	Tekst minicase: Engelsk Oppgaver: Bokmål/Nynorsk/Engelsk
Sidetal:	5 sider inklusive framside
Hjelpemiddel:	Engelsk ordbok (engelsk til aktuelt språk)
Merknader:	Ta nødvendige forutsetninger og gjør de presiseringer du finner nødvendig.
Vedlegg:	Ingen

Eksamensresultata blir offentliggjort på nettet, via Arena høgskole. Passordet til Arena har alle studenter fått i eget brev ved semesterstart. I tillegg finn du eksamensresultatslister på utsiden av eksamenskontoret, men da trenger du kandidatnummeret ditt, så du bør notere dette på en lapp og legge den i lommeboka.



Avdeling for allmenne fag



Minicase Lindorff

Lindorff Group (LG) is a leading outsourced receivables management company in Europe, and one of the leading on a global basis. LG has about 2000 employees in Denmark, Estonia, Finland, Latvia, Lithuania, Germany, the Netherlands, Norway, and Sweden.

LG 's services enables customers to focus on their own core business. LG 's string of services leads from customer selection to credit evaluation, invoicing, reminders, debt collection, portfolio management, customer services, accounting - all the way till money enters the account.

LG fuels the success of its clients by accelerating their cash flow, providing improved customer information, offering efficient processes and high quality credit management. The customers of LG experience both significantly improved cost efficiency and encouraging new business opportunities.

LG 's targeted industries are banking and finance services, telecommunications, commerce, utilities, and the public sector. LG has solutions for clients of any size.

VISION

Confidence in Commerce and Credit

- Confidence fuels credit
- Credit fuels growth
- Growth requires focus on core business and access to reliable service partners

To be able to succeed in an increasingly competitive market, companies need to focus on their core business. A deliberate outsourcing of non-core functions to carefully selected and reliable service providers is key for success in this challenging environment.

LG 's ambition

Servicing the business community with high quality financial management services is LG 's contribution to growth and prosperity for its clients. LG aims to supply highly professional receivables management services and other outsourced financial administration services. LG strives to be a preferred partner for key client groups in promoting their business, making new business opportunities possible and building confidence in commerce and credit.

CORE VALUES

Professional

LG maintains the highest ethical standards in their dealings with clients, debtors and partners. LG provides the best service possible and exceed customer expectations on time and quality
LG is responsible, accountable and reliable.

Customer Oriented

LG works in close partnership with their clients, defining their needs and delivering optimal solutions.

Intimate knowledge of the clients needs enables continuous development and innovation of their services.

LG is open to change and is focused on the future.

Performance - Oriented

LG focuses on performance, processes and results.

LG ensures continuous improvement through its performance-oriented culture.



LG keeps its promises and does its utmost to deliver.

Caring

LG cares about and respects clients, debtors, partners and colleagues.

LG is responsive to their needs, wishes and challenges.

Through genuine commitment and enthusiasm, LG generates constructive, positive and lasting relations.

LG fuels the success of its clients by:

- accelerating their cash flow
- providing improved customer information
- offering efficient processes and high quality credit management
- allowing clients to focus on their core business
- improving cost efficiency
- encouraging new business opportunities

LG constantly strives to develop its services and to innovate new ways to fulfil the needs of its clients.

International trends show a requirement for cost effectiveness, a demand for efficient processes and a call for expedited product development. LG 's offer meets your need to focus on these areas.

You get everything in one place. You obtain synergies, see things in conjunction, receive added value and acquire a partner who upholds external requirements regarding the regulatory framework for public and competitive conditions.

LG maintains focus on business sectors such as banking and finance services, telecommunications, commerce, power/energy, and the public sector. We have solutions for clients of any size.

PRODUCTS

Lindorff offers these services within the area of finance:

- Accounting
- Credit information
- Customer selection
- Customer service
- Debt collection
- International collection
- Invoicing
- Legal services
- Loan administration
- Purchase of portfolios

Dependent on which country LG operates in it has a different assortment of services.



BOKMÅL

Oppgave 1 (40%)

- Hva skiller etter ditt syn internasjonalisering av Lindorff Group fra internasjonalisering av en vareproduserende bedrift?
- Hva er inngangsstrategier? Redegjør for hovedalternativene.
- Hvilke inngangsstrategier mener du er egnet for Lindorff Group? Begunn hvorfor.
- Hvilken/hvilke inngangsstrategi(er) vil du anbefale Lindorff Group å bruke ved ytterligere ekspansjon i Øst Europa.

Oppgave 2 (40%)

Lindorff Group vurderer konkret å gå inn på det russiske markedet.

- Passer en slik satsing inn i Lindorff Group's strategi for internasjonalisering? Begrunn svaret.
- Du er bedt om å lage et beslutningsgrunnlag for styret i Lindorff Group. Beslutningen styret skal ta er om Lindorff Group skal gå inn på det russiske markedet eller ikke. Forklar hvorledes du vil legge opp analysearbeidet for å komme frem til et slikt beslutningsgrunnlag.
- Som en del av beslutningsgrunnlaget skal du peke på de faktorer du finner avgjørende for beslutningen. Kommenter disse og legg spesiell vekt på de politiske faktorene som du mener vil være viktige i forbindelse med denne beslutningen.

Oppgave 3 (20%)

Hva er de viktigste etiske problemstillingene i forbindelse med globalisering og internasjonal markedsføring? Gi 2-3 eksempler på situasjoner der en bedrift enten har håndtert situasjonen bra eller dårlig.

NYNORSK

Oppgave 1 (40%)

- Kva skil etter ditt syn internasjonalisering av Lindorff Group frå internasjonalisering av ei vareproduserande bedrift?
- Kva er inngangsstrategiar? Gjer greie for hovedalternativa.
- Kva for inngangsstrategiar meiner du er eigna for Lindorff Group? Grunnge kvifor.
- Kva for inngangsstrategi(ar) vil du tilrå Lindorff Group å bruke ved vidare ekspansjon i Aust Europa?

Oppgave 2 (40%)

Lindorff Group vurderer å gå inn på den russiske marknaden.

- Passar ei slik satsing inn i Lindorff Group sin strategi for internasjonalisering? Grunnge svaret.
- Du er bede om å lage eit vedtaksgrunnlag for styret i Lindorff Group. Vedtaket styret skal ta er om Lindorff Group skal gå inn på den russiske marknaden eller ikkje. Forklar korleis du vil leggje opp analysearbeidet for å kome fram til eit slikt vedtaksgrunnlag.
- Som ein del av vedtaksgrunnlaget skal du peike på dei faktorane du finn avgjerande for vedtaket. Kommenter desse og legg særskilt vekt på dei politiske faktorane du meiner vil vere viktige i samband med dette vedtaket.



Oppgave 3 (20%)

Kva er dei viktigaste etiske problemstillingane i samband med globalisering og internasjonal marknadsføring? Gje 2-3 døme på situasjonar der ei bedrift anten har håndtera situasjonen bra eller dårleg.

ENGLISH

Question 1 (40%)

- In your opinion, how does internationalization of Lindorff Group differ from internationalization of a company producing goods?
- What are "Market Entry Strategies"? Discuss the main alternatives.
- Which market entry strategies are most suitable for Lindorff Group? Give reasons for your answer.
- Which market entry strategy or strategies do you recommend that Lindorff Group should use if they should make further expansion in Eastern Europe?

Question 2 (40%)

Lindorff Group is planning to enter the Russian market.

- Does this plan correspond with Lindorff Group's internationalization strategies? Give reasons for your answer.
- You have been asked to prepare documentation for a board meeting. The board is going to decide whether or not to enter the Russian market. Describe how you will design your analysis to prepare the necessary documentation.
- Give an overview of those factors you consider most important for the decision to be taken, and discuss in particular those political factors that, in your opinion, will be most important.

Question 3 (20%)

What are the most important ethical topics relevant for globalization and international marketing? Give 2 -3 examples of situations in which a company has handled a situation good or bad in ethical terms.