

## **REFLECTIVE REPORT**

Case Analysis Assignment Sample By Call Assignment Help

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## **Brief background**

An emerging market deals with an advanced economy that contributes to a level of liquidity in local debt as well as in market exchange. Emerging markets represent nearly 60% of global growth and more than 50% of global GDP. Studies about emerging marketing strategies have a positive contribution to my knowledge that aids in understanding business in developed countries with competition faced in countries Australia, UK. Moreover, multinational companies from mentioned businesses tend to implement opportunities in emerging markets with various marketing strategies such as “*Linkage-Leverage-Marketing-Strategy or Mathews L-L-L model*”. It leads in analyzing a firm's strategies for a catch-up & internationalization and also has faced marketing implications in global markets. According to my perspective, there is a demographic shift that aids in emerging marketing that leads to a problem of economic recession as compared to developing countries. As illustrated South Africa has a median age of 27.1 as compared to Australia that has a median age of 38.7 that infers that Australia has plenty of productive workers that aids in economic growth along with few retirement age workers for support. Thus to my knowledge, it refers that more productive aged workers aids in finding meaningful work that tends to result in more disposable income As it leads to a rise of middle class out of emerging market economies.

## **Main Focus on Strategies**

It can be illustrated as in financial year between 2009 to 2030, South Africa aids in adding 850 million people to middle class in process of taking population from 12% to 73%. Thus from this illustration, I can infer that an increase in affluence that results in increasing consumption that starts with manufacturing and exporting domestic consumption goods that leads to economic growth. Emerging markets aid in process of catching up with developing capabilities that are lacking due to international weakness in a domestic environment. Catch-up is a complex process that aids in enabling emerging market firms in order to develop resources and capabilities as compared to MNCs of developed countries. Catch-up process includes several strategies such as “*Linkage-Leverage-Marketing-Strategy or Mathews L-L-L model*” that are discussed thoroughly.

- “*Linkage-Leverage-Marketing-Strategy or Mathews L-L-L model*”

This framework is a variant and resource-based framework developed by Mathews in order to examine linking, leveraging, and learning capabilities that influence firms in an entry in context of emerging markets. Internationalizing firm's aids in proliferating complete globalization that aids in taking place in top advanced firms. According to a strategic framework, I can understand that success of internalization by MNCs of emerging markets has resulted from developing linkage, leverage along learning capabilities in order to accelerate internalization. As cited by Bakirtas and Akpolat (2018), it can be also inferred that above-said markets have evolved and accommodated in new circumstances of global economic growth.

My approach in field of emerging markets aids in growth of new species that are referred to as "jingle" in international business that has been equipped with L-L-L strategies in order to catch up with incumbent. As cited by Indārs *et al.* (2019), this conceptual framework has been motivated to provide a framework that aids in making sense to high strategies that are persuaded by late-rising MNCs in order to become globally active. According to my knowledge, firms do not build up international economic growth from their own resources and aids in acquiring capabilities that are linked to existing players and leveraging resources from technologies, assets and market position. L-L-L aids in central strategic features that are implemented in firms to catch up with existing players by becoming active on the global economic market (Ionascu *et al.* 2018).

### **Managerial implication / Recommendation**

Managerial implication of institutional weakness of emerging countries aids in acting as constraint and motivation for internalization effort on marketing firms. It aids in the involvement of challenges for emerging market firms such as liability of foreignness as well as bias in country of origin (Tulung and Ramdani, 2018). In order to mitigate above said limitations I would recommend adopting the "***Linkage-Leverage-Marketing-Strategy or Mathews L-L-L model***". It leads to organizational transformational operation that leads to acquisition as an accelerated strategy for internalization of catch-up along with cultural management of emerging market firms on global economic growth as compared to MNCs of developed countries. Key to L-L-L is to provide a strategic framework that aids in focusing on accelerated internalization to enhance dynamic capabilities.

## Reference list

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