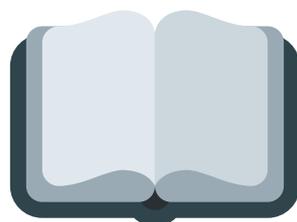


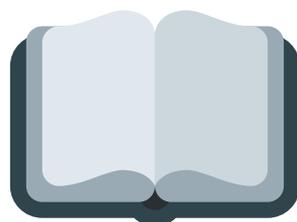
Business Management and International Business

In the wider context of thinking and efforts to understand the dynamic changes in the international environment and overcoming certain problems of operationalization of vision and strategic ideas of modern companies, this paper attempts to point to the internationalization of business activities of enterprises on the basis of international marketing. Implementation or implementation of the strategy is the phase that follows the definition of the strategy. For the effective implementation of the defined strategy, a very careful approach is necessary because good preparation and execution is required, although every company strives to define more strategic alternatives. During implementation, the tasks and actions that are already defined in the formulation of the strategy are implemented. The application of the strategy defined should include the following tasks: a) selection of the appropriate organizational structure for the implementation of the strategy, b) selection of the team leader, c) determination of the team and formation of the team for the implementation of the strategy, d) definition and provision of the necessary resources, financial means; e) development of global and operational implementation plans; f) realization of operational plans and monitoring of realization. When implementing the strategy, the appropriate organizational structure is defined, where project organization structures and project teams with project manager are used with great success. In order to carry out the organization, the necessary material resources of the appropriate equipment and machinery are necessary from where the financial resources are needed. It is logical to define global and operational plans for the implementation of the strategy. Various approaches such as project



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management and the concept of strategic change can be implemented for the implementation phase. By approaching project management, the strategy can be viewed as a project with all its features. So it has to be realized in an appropriate time with the appropriate resources and within the defined costs, all requiring planning, payment realization and control. The company most often defines more strategies starting from "developing a new product" to conquer a new market "and" building a new plant "to" modernize existing technology "that can be seen as typical projects. From this it follows that the concept of project management is possible for this realization. If this approach is applied then it is necessary to manage it in a way that requires project management. It is therefore necessary to determine the project manager and form the appropriate project team. For efficient realization, it is necessary to carry out a detailed and operational planning of the realization time and then of the necessary resources and financial resources. The second principle in the strategy of realization is the concept of strategic change. The first task in implementing a particular strategy is to define and select the appropriate organizational structure, or an appropriate organizational unit that will, together with the given manager, work to implement the chosen strategy. From this it follows that for the realization of this project it is necessary to know the contemporary strategic concept of international marketing management, i.e. international marketing management. Taken into consideration, the work is structured in three parts. In the first part, there are various forms and forms of internationalization of companies in the international market, after market



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research, segmentation and market selection for performance. In the second part of the paper it is pointed out how the company is positioned in the chosen foreign market, taking into account the strength of the competition and the demands of consumers on the same. The range of different marketing strategies developed by the company depends on the defined goals of the competition, as well as the positioning of competitors and consumer expectations. In the third part of the paper, a contemporary international marketing context is referred to, whose rules are internationally oriented companies are considered as a prerequisite for a successful performance.

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