Manajemen Produk dan Jasa Global

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• Product functions across culture
• Standardization vs. customization; adaptation as a compromise
• Communication vs. product adaptations
• Branding
Product Need Satisfaction

Products serve different purposes in different countries; e.g.,

**Autos:** transportation in U.S.; largely status symbol in Japan

**Toothpaste:** cavity prevention in U.S.; breath freshener in Ireland
Approaches to Product Introduction

Customization

Standardization

Adaptation
Standardization

• **Benefits**
  – Economies of scale
  – More resources available for development effort
  – Realistic when all cultural needs cannot be met

• **Problems**
  – Unnecessary features
  – Products may not be suitable
Product Adaptations

• **Mandatory**
  – legal requirements
  – infrastructure
  – physical requirements

• **“Discretionary”**
  – local tastes
  – fit into cultural environment
Product Components for Adaptation

- Core
- Packaging
- Support Services
## Physical Product vs. Communication Adaptations

<table>
<thead>
<tr>
<th></th>
<th>Communication adaptations not needed (extension)</th>
<th>Communication adaptations needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product adaptations not needed (extension)</td>
<td>Some industrial equipment; some electrical equipment</td>
<td>Bicycle; fast food; chewing gum</td>
</tr>
<tr>
<td>Product adaptations needed</td>
<td>Gasoline; laundry detergent</td>
<td>Greeting cards</td>
</tr>
<tr>
<td>Domestic equivalent does not exist (product invention)</td>
<td>Compass-equipped prayer rug; hand powered washing machine; diet drinks</td>
<td></td>
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Approaches to/Degrees of Standardization

Core components standardization

Product design families

Universal product with all features

Universal product with different positioning
Country of Origin Effects

• Perception of product
  – quality (e.g., Japan, Germany)
  – elegance and style (e.g., France, Italy)

• Historical associations

• Positioning strategies
  – Emphasis on origin (e.g., French wine)
  – De-emphasis/obfuscation of country of origin (e.g., French beer, American products with French language labels)
Matur Arigato

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