

# **Manajemen Produk dan Jasa Global**

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# Isu Utama

- 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

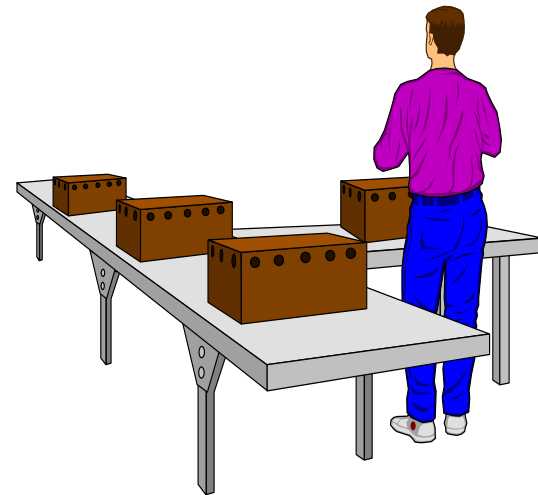
Customization

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

	Communication adaptations not needed (extension)	Communication adaptations needed
Product adaptations not needed (extension)	Some industrial equipment; some electrical equipment	Bicycle; fast food; chewing gum
Product adaptations needed	Gasoline; laundry detergent	Greeting cards
Domestic equivalent does not exist (product invention)	Compass-equipped prayer rug; hand powered washing machine; diet drinks	



# 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 of country of origin (e.g., French beer, American products with French language labels)

***Matur Arigato***

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