

Marketing Strategies for The Development of a Company in The International Market: The Case of Nice Group Company, China*

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Abstract

The development of existing and the emergence of new players in entrepreneurship contributes to the growth of competition. For a business not only to exist, but also to grow in such conditions, effective planning is necessary. It is expressed not only in the preparation of business plans, but also in the development of a marketing policy for promoting the market.

Keywords – marketing strategies, international market, pandemic, crisis management, brand.