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International Marketing and its impact on the marketing environmental analysis strategy (Applied to Bazyan Cement factory in Sulaymaniyah)

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Abstract: The purpose of this study is to examine the notion of international marketing and the strategy for assessing the marketing environment, as well as to identify the most essential practical processes in environmental analysis, which is one of the key elements in the strategic analysis process. These steps aim at detecting and predicting changes in environmental factors, as well as the ability to extrapolate and absorb events and forecast the future, and linking this to the fundamental concepts of the international marketing process, which plays a significant role in the success or failure of large projects in particular. The research also dealt with finding the relationship between the international marketing variables and the environmental analysis strategy by applying it to the Bazian Cement Factory in Sulaymaniyah.

The research focused on presenting the components of the environment influencing the activities of the international company generally and the marketing activities of the company in particular. The researchers developed several proposed strategies to face competition to achieve international marketing activities. The research showed the key results that were reached, including the environmental analysis, which helps in choosing the most appropriate strategy for the nature of the company work and according to the surrounding circumstances and the type of capabilities available to it, as well as the clarity of the importance of environmental analysis for organizations in general. It helps senior management to identify the nature of the general variables of the environment surrounding the organization.

Keywords: International Marketing, Analysis, And Marketing Environment

Introduction

International marketing and environmental analysis strategy are studied since they are essential for accomplishing organizational objectives and competitive advantage, as well as maintaining their reputation and obtaining consumer confidence, and they are considered current subjects. The research into these two factors is useful in the field of business administration because it assists senior management in developing their own plans in light of the environment in which they work. This helps in detecting market requirements and political, economic, technological and social trends. Recently, the significance of organizations marketing their products outside national borders has emerged, which means entering new markets and customers' new desires for while at the same time facing competition with more organizations. This requires accurate knowledge of new market conditions or standing on the main factors that affect it.

This research has been designed to include two primary components in order to identify the fundamentals of these two variables scientifically: the first is the theoretical aspect that includes the presentation of the available theoretical literature about the research variables; the second is the practical aspect that focuses on analyzing the answers of a group of workers in the Bazian Cement lab which was known formerly the French company Lafarge. Their opinions were surveyed regarding the variables of the research through a questionnaire form prepared for this purpose. The research consisted of several investigations explained as follows: The first: deals with the research methodology, its problem, importance, objectives, research model, sample and statistical methods used. The second included the theoretical aspect of the variable (environmental analysis). As for the third, it deals with international marketing. The fourth showed statistical analysis and the fifth showed conclusions and recommendations.

Research methodology

Research problem

The following questions were used to focus on the research problem in preparation for addressing the research:

1. Is the investigated organization looking forward to developing a strategy for international marketing and marketing its products abroad?
2. Is the investigated organization able to analyze its internal and external environment to place itself in international competition?
3. To recognize the kind of association among environmental analysis and international marketing in the organization in question?

Research importance and objectives

The objectives of the research are explained in the following topics:

Objectives: They are as follows:

- 1- Recognizing the ability of Bazian Company to carry out environmental analysis and develop a strategy for international marketing.
- 2- Shedding light on the objectives of the investigated organization, the purpose of which is to enter the international competition.

The theoretical importance is illustrated by the possibility of presenting the variables of the research in an interconnected manner, the analysis of the marketing environment and the international marketing strategy.

Field importance: It is evident from the statistical results that were reached through the statistical analysis of the responses regarding the research sample.

Research Hypotheses:

The research initiates through the following hypotheses:

A- The first hypothesis:

There is a significant correlation among the environmental analysis with its dimensions and the international marketing strategy with its dimensions.

The following sub-hypotheses are:

- 1- There is a significant correlation between the dimensions of environmental analysis and the dimension of appropriate preparation.
- 2- There is a significant correlation between the dimensions of environmental analysis and the language dimension.
- 3- There is a significant correlation between the dimensions of environmental analysis and the dimension of production method systems.
- 4- There is a significant correlation between the dimensions of environmental analysis and the cost dimension.
- 5- There is a significant correlation between the dimensions of environmental analysis and the dimension of electronic media.

b- The second main hypothesis:

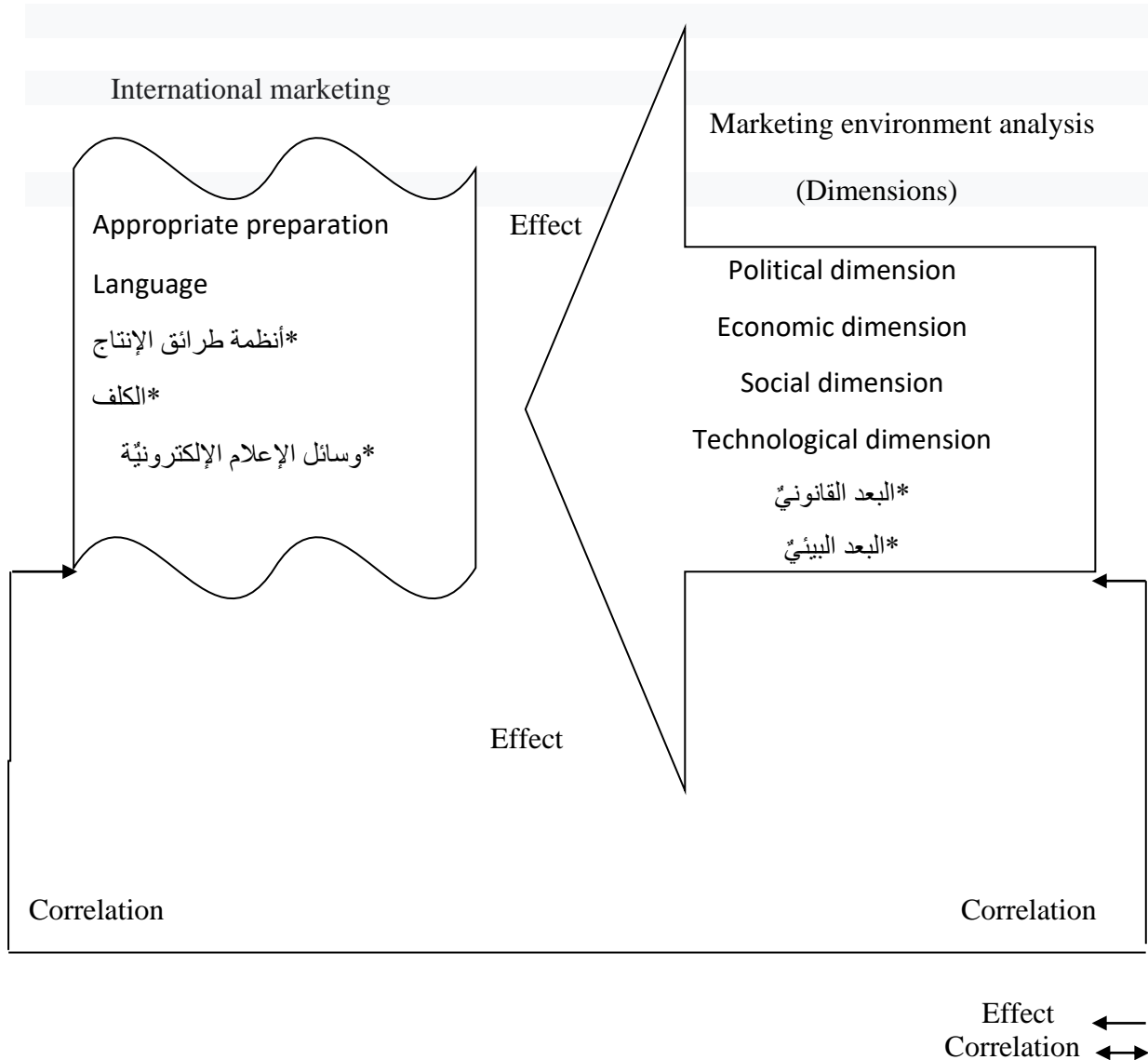
There is a significant effect between the dimensions of environmental analysis and the dimensions of international marketing strategy.

The following sub-hypotheses:

- 1- 1 There is a significant effect between the dimensions of environmental analysis and the appropriate preparation dimension.
- 2- There is a significant effect between the dimensions of environmental analysis and between the language dimensions.
- 3- There is a significant effect between the dimensions of environmental analysis and the dimension of production methods systems.
- 4- There is a significant effect between the dimensions of environmental analysis and between the cost dimensions.
- 5- There is a significant effect between the dimensions of environmental analysis and the dimension of electronic media.

The default scheme of the search:

Figure (1) shows the hypothesis of the research and the specific dimensions of its variables:



Source: This scheme is prepared by the researcher depending upon the sources:

- The analytical variable of marketing environment.

KieshaFrue,How to create Pestle Analysis,2018,14 Critical Questions to Ask in PESTEL Analysis,www.pestelanalysis.com.

- The variable of international marketing strategy

www.InternationalMarketing,Caroline Jones Marketing, England ,Bristol

Registered no.5839304, revised.

Analysis of the marketing environment

First, the concept of the environment

Organizations, such as the one under investigation, are a component of the whole ecosystem. Environmental factors influence an organization capacity to get inputs and develop outputs, as well as the degree to which those products are accepted by the target market. As a result, some of those elements may constitute a challenge to the organization capacity to fulfill its goals, while others may provide chances for success or greatness and

need an investment, or the organization may face threats to its ability to continue and exist. The environment is represented by the following through this generic description:

- Events, organizations and other forces of a social, economic, technological and political nature outside the direct control of the administration (Al-Khafaji, 2004, 31).
- a set of elements that the organization deals with and that form complex causative relationships with the whole (Al Douri, 2003, 55).
- All the factors surrounding the organization that directly or indirectly affect the decision-making processes (Muhammad, 2000, 71).

However, this does not imply that the organization's actions are solely determined by the effects of the surrounding environment as reflected in the organization relationship with its surroundings. This is based on the organization capacity to affect environmental events through environmental adaptation. It should do so in order to achieve exceptional achievements and establish a differentiated competitive position. However, not everything can be foreseen or influenced. As a result, the organization must be flexible enough to adapt and change as needed in order to deal with external changes and achieve differentiation. (Ghurab, 1995, 76).

The concept of environmental analysis

In its broadest sense, analysis entails breaking down a thing into its constituent parts and reassembling them when necessary. The analysis is logically based on splitting the issue under study into its component pieces, looking for them, identifying which ones are necessary, separating them from the non-essential ones, and figuring out how to link with them and restrict their influence or gain from them. (Al-Rikabi, 1999, 28).

As for the concept of environmental analysis, it is a useful and akey tool for understanding the general situation of the organization on the basis of the elements of strength, weakness, opportunities and threats by establishing a balance between them. Saadoun Al-Rabeawi referred to the environmental analysis as the extent to which the organization understands its internal and external environment and determines the best ways to respond to rapid changes and exploit them towards achieving the best performance. It's a strategy for dealing with the changing environment. However, it is also a determination of whether the external and internal environments are favorable or unfavorable. This evaluation is based on relative strengths and weaknesses, as well as potential external opportunities and threats. (Al-Rubaie, 2000, 37).

Because of the importance of environmental analysis in the life, survival and development of organizations, the following must be done (Al-Qutb, 17, 1996):

1. Determining the significant critical environmental forces (the most influential) that are directly related to the work of the organization, and this reflects the opportunities and threats and identifies them accurately.
2. Predicting and forecasting how these forces will change and their direction in the future using the available means and methods.
3. It is to be logical and realistic when evaluating the internal strengths and weaknesses compared to competitors. It must also have a high degree of accuracy when determining the organization ability to respond to opportunities and threats.

As for (Al-Arid, 2001, 5), he believes that the goal of environmental analysis is to study and analyze the factors affecting and decisive in the direction of the organization current and future path, in a way that ensures the proper selection of the strategy.

Steps of the Environmental Analysis Process

Environmental analysis is a method for detecting and forecasting changes in environmental elements. An analyst with a clear vision, a manager with comprehensive knowledge, a broad information background, and a distinguishing competence in this field,

such as sensory perception, extrapolation of events, and their absorption, must undertake the analysis process. He'll need to be able to forecast the future, as well as assess and analyze it. The most crucial of these processes is (Al-Nuaimi, 2000, 89):

1- Scanning: Scanning refers to scanning the environment in general to discover ongoing environmental change and to identify signs of potential environmental change.

The senior management, before formulating the strategy, examines the external environment to detect potential opportunities and risks. The information that an organization obtains through environmental screenings is often vague, incomplete, or disjointed. It is the responsibility of the senior management to analyze the data, give it the exact meaning, and transform that data into information that is useful to the organization. Examination is an important activity because it includes identifying the variables of the influencing factors and collecting them in a coordinated manner between the external and internal environment.

2- Monitoring and evaluation: It is the organized process of tracking environmental events and fluctuations discovered through surveys. Analysts, through measurements, confirm their intuition about the environmental signals and changes in the previous stage and sort the data that is an important component of this stage. Some data that the analyst deems irrelevant to the events and changes being measured are set aside. At this stage, the organization determines the impact of these factors on it. It focuses on the factors that it believes have a significant impact on the organization activity.

3- Forecasting: In forecasting processes, analysts develop predictions about what might happen and how fast and sharp the changes and trends discovered as a result through surveys and measurements. Forecasting seeks to discover the forces and reasons driving the trends that appeared in the measurement phase whether it will continue in the future or not. It builds a model for developing these trends in the future and deducing the implications of the predictions, which are a set of assumptions and future estimates (Al-Rikabi, *ibid*: 37-38).

4- Assessing: the aim behind assessment is to determine the timing and importance of the impact of environmental factors produced by surveys, measurements and forecasting. Analysts can understand the environment through their large data about the environment, but without a clear correlation or relationship with whether the effects will be harmful to the organization or represent opportunities to be invested. The assessment process enables them to decipher the puzzle, understand the interconnectedness, and clearly define the relationship between environmental and organizational factors

International marketing

First: Basic concepts about marketing and international marketing.

The field of marketing has expanded and has become a prominent role in the success and failure of various projects, whether they are business projects aimed at achieving profits or non-profit projects such as government institutions. The American Association (AMA) defines marketing as "the process of planning, implementing, creating, pricing, promoting, and distributing ideas or services necessary to complete the exchanges that lead to satisfying the individuals' requirements and fulfilling the objectives of organizations. Kotler added an essential dimension of marketing, which is the social dimension, in addition to what it included in the statement of the goal of the process of marketing. The purpose of such process is to meet the requirements of people and groups via making and exchanging products and values. Though, the underlying economic, legal, and cultural components that it encompasses were not included in this description. It did not take into account its interactions with other activities in businesses, such as the purchasing and production process, the finance function, and so on. In addition, the environmental variables that impact the marketing process in production units are not included. (Kotler, 1984, 15).

The American Society for International Marketing has also defined that international marketing is “an international process for planning, pricing, promoting and distributing goods and services to create exchange that achieves the goals of organizations and individuals”. (Ibrahim, 1997, 11)

Phillip Kotler defines international marketing as “it is a vibrant and advanced activity to look for a satisfied consumer in a market characterized by disparity and complexity, and to reach this consumer and satisfy his own needs). (Carpenter, 1998, 40)

As defined by “Amr Hassan Khair El-Din”: The term international marketing refers to the exchanges that take place across national borders with the aim of satisfying human needs and desires. (Khair El-Din, 1996: 27)

Thus, the concept of international marketing has varied, where this variance is owing to two main factors:

- The difference in the extent to which international marketing is considered an extension of local marketing.
- The difference in the extent of reliance on the variances among local marketing and international marketing in detecting the latter.

Second: International Marketing between the necessity of adapting to the environment and the imperative of information management.

The major challenge of international management in general, and international marketing management in particular, is the complex environment, which encompasses economic, technical, social, cultural, political, legal, and other developments. They are variables whose direction and dimensions are extremely difficult, if not impossible, to regulate. All the international administration, including the International Marketing Department, can do is try to stay on track in the company favor in order to reduce the risks and threats that this environment creates, or to take advantage of the opportunities that this environment creates in order to achieve the required adaptation to it. Therefore, the company is supposed to be interested in developing its knowledge of such environment, since this knowledge is the heart for its reality of the company, its environment changes, and the current and expected challenges and opportunities, which must be optimally invested. As a result, any international company must follow these changes continuously without interruption in order to avoid environmental alienation, which would result in its extinction from the world of international business, and to achieve effective adaptation to this multiple, different, and overlapping environment in its variables.

This is done to gather the essential and adequate data to make suitable judgments via sketching and organizing the channels and flows of this information so that it may be effectively used. This can only be accomplished through the use of a marketing info system inside the international marketing system to aid in the process of international marketing research, which aims to reveal chances and risks to the environment, in addition to the points of strength and weakness of the company, when conducting business.

According to Kotler, the ability of institutions to adapt and interact with their surroundings is critical to their growth and survival. Institutional failure and degeneration are mostly caused by their incapacity to adapt to their surroundings. This is referred to as "environmental alienation," and it refers to a company's inability to adapt to its surroundings, either as a result of a lack of an appropriate environment for creativity that encourages taking risks, exploiting opportunities, and achieving continuity and growth, or as a result of the company own inability to achieve an appropriate level of environmental adaptation. In other words, it must have a "strategic management" that runs the company and changes simultaneously. In order to confront the environment and its changes, an international strategic planning must be undertaken based on the following steps:

- 1- Strategy formulation: This is done via studying and analyzing the environment, defining the mission and objectives of the company, and then developing strategic substitutes.
- 2- Applying and implementing the strategy: it is carried out via the advance of programs and processes.
- 1- Evaluation and Control: The company activities and performance results are monitored, in order to make comparisons with the real performance with the looked-for performance.

Accordingly, the organizations differ in terms of their capability of dealing with the nearby environment. Two kinds of facilities in this field are detected:

- 1- Establishments that interact with the environment: they are the ones that change their policies, strategies, and then their decisions according to the variation in the environment. They do not look for changing the environment and direct them to achieving their goals, owing to the weak capabilities.
- 2- Effective establishments: they are not satisfied with merely changing according to the change of environmental elements, but rather they seek to the surrounding environment and prepare to serve the achievement of their goals.

Third: Environmental factors that have an impact on activities of the international company:

Regardless of how environmental elements that may impact international marketing operations are classified, the focus is on the most significant environmental forces affecting international corporate activities in general and international marketing activities in particular. (Ahmed, 1994, 116).

- 1- **Cultural and social environment:** Among the main components of the cultural environment affecting the international company in general and international marketing particularly, that have a tangible effect upon judgments and practices, are:
 - A- **Physical elements:** They are concerned with weather, climate, the impact of each country's marketing mix, as well as the physical attributes and external look of people, so that these differences cannot be ignored. Companies must adapt their products, such as clothing, furniture, shoes, etc., to the standards of the market residents to be invaded.
 - B- **Demographic elements:** the demographic elements of the population in each country have certain characteristics that show an effect on the markets and practices in every single country. The key characteristics are the rate of population growth, family size, the role of women in society, and the level of education. Looking for markets in a specific country.
 - C- **Behavioral elements:** Numerous studies were carried out to find out the dissimilarities among countries in such behavioral elements associated to business organization, management and marketing related to groups, the social status of individual, and public's view of what motivates them to do so, particularly after the basic requirements are satisfied. Every culture recognizes the importance of communication. Each language has its own characteristics and reference. Therefore, the international company acquires special importance for its knowledge of the language of the nation state in which it operates.

All of such aspects of the cultural and social context have an influence on international business and, in particular, international marketing.

- 2- **Political environment:** The key political environmental elements from the company point of view are:

- A - The philosophical sphere and political toolslike equality in front of the law and justice.
- B - the sharpness of the national feeling.
- C - The degree of the state intervention and control to set prices and regulating exports and imports.
- D - Political constancy that is compatible with the economic policy that leads to the prosperity of economic activity. That has been what foreign companies prefer.

3- **Legal environment:** International companies are subject to 3 law-sets:

A - The bylaws of the native country, representing the homeland and the original base of the company, controlling its exit and affecting its activity as possible.

b- The regulations of the hosting country, which are the laws that most affect the operations and facilities of the company in that country. Knowing it is necessary because it governs nearly all the activity of the foreign company in it. So, it influences the manner of joining the market by exporting, licensing or investing in.

C - The rise of the concept of "international contracts" between firms and the host country, as well as international law that strives to provide a legal framework governing contact between nations, particularly with relation to economic activity.

4- **Economic environment (commercial and financial):**

A company intending to work in international markets has to study the environmental and economic dimensions, especially the components of the international commercial and financial environment, and the effect of the economic power of the native country on its international undertakings.

Fourth: the information system of international marketing.

It is noticeable that modern marketing operations have turned complex, where developing and expanding markets as a result of the multiple prerequisites and consumers' needs in addition to advances in technology and its resulting types of goods and services, their competition is increasing. In addition, the intricacy of international marketing operations and establishing multinational companies requires many services and marketing intelligence activities. Hence, it is necessary to look for statistics and data related to markets, rivals, suppliers, mediators, developments in the external environment, and others and what is required to prepare marketing plans and programs. As a result, marketing research and marketing information systems are becoming increasingly important. The integrated marketing information system is a component of the firm's management information system, which is developed through a series of phases inside the organization: (Sarim, 1999, 43)

- 1- Determining the parties that the company deals with, including capital owners, company employees, consumers, competitors, distributors, suppliers and other non-competing organizations, whether within the country in which the company resides or in overseas country.
- 2- Determining the key environmental variables linked to each of the entities already identified, such as customs regulations, tax, and laws regulating competition within the country.
- 3- Determining the key info to be gathered for every of such variables. For instance, with regard to tax systems and customs, it is possible to have an envision for the statistics to be gathered about such variable. These bodies determine these systems and the bodies implementing them within the country. What are the key developments and prospects expected to be introduced to such systems in the next years?
- 4- Determining the foundations that the company resorts to obtain data from. These may be primary sources, such as local or external consumers or businessmen who direct economic policies and contribute to the development of government systems.

- 5- Determining the suitable tools of communication to obtain information from varying sources. In fact, these means are one of the determinants that differentiate between international marketing and local marketing.
- 6- Classifying and noting down the collected data and build a database that has the main data which the company management relies on when making routine or operational decisions associated to marketing the product in foreign markets.
- 7- Designing the basic forms to show the data that is noted down in preparation for sending it to the various parties within the company. The research of the International Marketing Department is one of the most important of these bodies. This confirms the extent of the integrative relationship between the marketing data systems as well as international marketing research.

Fifth: The strategic framework of inter. marketing in the face of the changing environment.

Defining the strategic frame involves the design, implementation and control of strategies. The enterprise of strategies deals with how to analyze the environment for studying strengths and weaknesses, opportunities and risks in the inner and outer environment, and strategies related to how to join international markets in a way that creates a dynamic basis for adjusting strategies with qualitative and quantitative change in the environment over time.

1- Strategies for entering international markets and the factors affecting them:

The company long-term means of displaying its goods in foreign markets for achieving its strategic objectives, whether it's finding long-term markets for its goods abroad or fulfilling advanced competitive ranks in those markets compared to its competitors, is referred to as the international market entry strategy. As a result, the most significant issue in the process of developing strategies is the impact of various environmental conditions, particularly in terms of influencing the design processes and selecting the appropriate time to join foreign markets. Therefore, Top management, in general, and the foreign marketing department, in particular, should be fully aware of the distinctions across markets in terms of cultural, social, political, legal, and economic developments. It should also be for the application of information collection processes and analytic methodologies to this environment in order to accomplish the necessary adaption.

Among the environmental factors facing the conquest of transnational markets and the decisions related to them are:

- Factors related to the characteristics of the country concerned.
- Factors related to the characteristics of the native country.
- Factors related to the characteristics of the company concerned.
- Factors related to the characteristics of the decision maker.
- International factors of a general nature that affect the directives and activities of the concerned companies. In addition to these aforementioned factors, other ones associated to a particular formula of investment as a means of conquering the hosting markets, which are:
- The extent of the desire and importance of the company control of the foreign market and its control.
- The significance of marketing data in association to the pattern and goals of the receiving company.
- Previous experience of companies in foreign markets in general and in the target market in particular.
- Warranties and privileges settled by both the native government and the host government or what is called the pressures of the native government and the host government.

2- International strategic alliances

The concept of strategic alliances includes an extensive contractual relationships that stems among competing companies in different countries to achieve a specific objective or set of objectives, including entering foreign markets. The question that arises here is why strategic alliances have become a necessity? What motivates a particular company to help a competitor enter its local markets?

Since alliances became essential for the following considerations: (Al-Mansour, 1994, 11):-

- A- Extension of the correlated technological associations in research and development (basic, principal and applied research).
- B- The production of technology entails alliances among universities, centers of scientific research, governments and global institutions like Unider, FAO, the World Health Organization and other United Nations institutions.
- C- C- The employment of alliance mechanisms to link and coordinate between the European Union group and worldwide firms, as well as the alliance between the NAFTA group of nations (America, Canada and Mexico), has resulted from global market integration..
- D- Collaboration in the business world calls for establishing bilateral or multilateral alliances, for example, cooperation between Arab countries in order to establish free zones, customs unions and the Arab common market in the future.

As may be seen from the foregoing, there are various causes behind global strategic cooperation: First, to face challenges, risks and crises. The second reason is to ensure that the needs are provided with the skills, resources and experience necessary to penetrate new markets. The third one is to achieve a new financing leverage at a limited cost.

3- International competitive strategy:

Business establishments attempt to implement suitable competitive strategies in the light of the market economy and when international competition dominates, in order to preserve their place in the international market and safeguard their entity from rivals. International enterprises will have a variety of competitive strategies to pick from, but which one should they choose? Which one is the most appropriate for its purpose? In general, a firm's competitive strategy varies depending on its competitive position: is it a leading company, a challenging company, a subsidiary, or a specialist? (Amir, 1996,75) :-

- **Leadership strategy:** In most industries there is a known market leader and the leading or pioneering firms have the largest share of the total market size.

If the pioneering establishments want to remain a leader, they should select three strategies among them:

A- Expanding current markets: Increasing the total demand in the total market by 3 sub-strategies that include:

- Addition of novel users and attracting consumers towards the product of company.
- Promoting the company's goods by finding new applications for it.
- Increasing the rates of product use in larger quantities.

B- Protecting the company market share and maintaining its activities in the face of competitors by employing many of the following defensive strategies:

- * Defending and strengthening the company's present position by erecting fortifications around it.
- * Defend the sides and keep an eye on the ones that are most exposed to competition attacks.
- * Proactive defense and the ability to strike fast before competitors move against the organization.

- * Counter-attacking as a means of defense. It occurs when a corporation finds itself in the offensive despite its efforts to shield its weak points or to defend against rivals in advance.
- * Mobile defense and many moves to safeguard and solidify the company's position in the worldwide market, such as entering new markets and growing the company's current ones.
- * Defense by planned withdrawal when the company is no longer able to defend the whole of its ranks in the market. It then resorts to the planned retreating from some sites, such as dropping some products and leaving the rest in the market.

C- Challenge strategy: In order to make profits, challenge companies aim to expand their market share. Which competitors do they chose to challenge? It is a risk for the challenged company to target the market leader. You may make a lot of money at the same time. To be successful, it must have a clear competitive edge over the market leader, especially if the latter does not serve the market well.

Of the strategies adopted by users in the market are:

- * Front-facing attack, provided that it has the ability to withstand and continue.
- * Attack the sides or wings that this strategy often fits with the facilities and whose resources are less than the competitor.
- * A multi-sided attack, which is acceptable in the case of the availability of large and sufficient resources to attack competitors in many directions.
- * Avoidance attack, which is an indirect strategy so that the challenging enterprise avoids direct confrontation with the competitor and targets new markets.

3- **Dependency strategy:** in which the subsidiary company chooses some distinct aspects in the marketing mix of the leading company and follows them, provided that its capabilities allow that. When the voluntary dependency strategy continues and grows, the dependantone may turn into a competitive company in the future.

4- **Avoidance strategy:** To avoid some companies from colliding with competitors, they look for positions or locations in the market that are ignored by major companies. They effectively work on its services and are functional in the planning domain that is suitable for the challenged company.

Statistical analysis

First, the statistical analysis:

1- **Research community and sample:** The study community consists of administrators in Bazian Cement Company in Sulaymaniyah. (100) questionnaires were distributed to a sample of all administrative levels in this company. The number of retrieved questionnaires was (78). After investigating, it was found that only (74) questionnaires were valid. This constitutes 74% of the number of questionnaires. The sample was chosen randomly according to the job they occupy in the company.

Table (1) shows the characteristics Personality of the study sample managers:

Table (1) Personal characteristics of the administrative workers of the study sample

Gender	Male				Female			
	%		No		%		No	
	74		55		26		19	
Age	Under 30 years		31-40		41-50		51 years	
	%		%		%		%	
	16		49		20		15	
Academic achievement	Diploma		B.A.		M.A.		PhD	
	%		%		%		%	
	12		70		15		3	

Service	Under 10 years		11-15		16-25		26 years	
	%	No	%	No	%	No	%	No
	31	23	43	32	21	15	5	4
Administrative level	General manager		Director		Head Assistant		Head	
	%	No	%	No	%	No	%	No
	3	2	34	25	24	18	39	29

Source: the table is prepared by the researcher depending on the results of statistical analysis

2- Reliability of the tool: The stability coefficient of the tool has been extracted, using Cronbach's Alpha equation. Table (2) shows the reliability coefficients for the two fields of the study tool.

Table (2) Reliability coefficients for the two areas of the study instrument

Axes	No. of items	Stability coefficient by Cronbach's alpha method
Environmental analysis	25	0.97
International marketing	41	0.92

Source: the table is set by the researcher depending on the results of statistical analysis

It is clear from Table (2) the high reliability coefficients obtained by the two fields of study, which makes them feasible and suitable for scientific research purposes. (Source: analysis data).

Second: statistical analysis tools.

In order to identify the statistical characteristics of the investigated sample, the following statistical analysis tools were relied on:

- Descriptive analysis of frequencies and percentages to identify the general data of the type of study sample.
- Arithmetic averages and standard deviations to find out the general average of the respondents' answers to the questionnaire statements.
- Correlation and regression testing to test the main hypothesis.

Third: Descriptive analysis of the members' answers of the study sample.

The data related to the degree of agreement of the study sample to the items of environmental analysis and international marketing are analyzed based on arithmetic averages and standard deviations, with the purpose of giving the descriptive study more accurate.

Fourth: The results of the study:

1- Results related to the study questions and their discussion:

A- Results related to the axis (environmental analysis)

Arithmetic averages and standard deviations of the environmental analysis axis were extracted. The researcher adopted the following scale to estimate the main axis (environmental analysis). Table (3) shows these results.

Table (3) mean and standard deviation of statements related to environmental analysis

No	Environmental analysis	Arithmetic mean	Standard deviation
1-	Senior management is concerned with following up on environmental changes (political, economic, social and	3.46	0.85

	cognitive).		
2-	Senior management is concerned with environmental variables and their effects on international marketing activities.	3.68	0.83
3-	The organization constantly updates information with changes in its environment	2.99	1.18
4-	The organization keeps pace with the changes taking place in the environment and works to adapt to them through environmental analysis	2.78	1.10
5-	The organization has sufficient capabilities to conduct a successful environmental analysis	3.78	0.82
6-	The organization pays close attention to environmental changes and the requirements of social marketing	2.89	0.01
7-	The organization is keen to identify the needs and desires of customers through environmental analysis to provide the best services for them	2.78	1.23
8-	The organization analyzes its internal activities to reach its sources of strength and weakness, and what is reflected in its external environment	2.59	1.18
9-	The organization looks at the process of environmental analysis to achieve greater distinction and increase in profits	3.49	0.80

Source: the table is set by the researcher depending on the results of statistical analysis

Table (3) indicates the mean and standard deviation values for the expressions related to the environmental analysis. The answers of the study sample were different with arithmetic means ranging between 3.78 for the 5th item “the organization has sufficient capabilities to conduct a successful environmental analysis” and with a standard deviation of 0.82 as the highest value. 3.46 were for the 1st item as the lowest value “The senior management is concerned with following up the environmental changes - political, economic, social and cognitively with a standard deviation of 0.85. This explains that the organization has the possibility to conduct environmental analysis and there is an interest by management for environmental variables.

B- Results related to the axis (international marketing):

Arithmetic averages and standard deviations of the international marketing axis were extracted. The researcher adopted the following scale to estimate the main axis of international marketing. Table (4) shows these results.

Table (4) mean and standard deviation of phrases related to international marketing

No	International marketing	Arithmetic mean	Standard deviation
1-	The organization adopts clear and intelligent policies regarding the international marketing of its products.	4.12	1.23

2-	Personnel of the organization have prior knowledge of the subject matter of international marketing.	3.58	1.02
3-	The organization seeks to obtain the data and information it obtains to prepare the requirements of international marketing and to know its competitors.	2.89	0.56
4-	The organization experience in the field of international marketing is new and modern.	381	0.98
5-	The organization receives legal facilities that support its international marketing activity.	2.58	1.26
6-	The organization has the necessary capabilities for the success of international marketing activities.	3.82	0.91
7-	All departments of the organization collaborate for the success of the international marketing strategy.	3.48	0.36
8-	The organization has government support to increase its activities in international marketing	2.21	0.65
9-	The organization adopts a major international marketing strategy	2.86	1.23

Source: the table is prepared by the researcher depending on the results of statistical analysis

Table (4) indicates the mean and standard deviation values for the terms related to international marketing. The answers of the study sample were different with arithmetic means ranging between (4.12) for the 1st item “the organization adopts clear and smart policies regarding the international marketing of its products” with a standard deviation of (1.23) as the highest value, and (2.21) for the eighth phrase as the lowest value. The organization has support from the government to increase its activities in international marketing (with a standard deviation of 0.65). This explains that the organization adopts clear policies in international marketing as well as there is government support to increase international marketing activities.

2- The results related to the hypotheses:

A- Results of the first hypothesis:

There is a positive, statistically significant, correlation at the level ($\alpha = 0.01$) between the environmental analysis and the international marketing strategy in Bazian Cement Company in Sulaymaniyah.

To test the hypothesis, the researcher used the Pearson Correlation Coefficient. The results are shown in Table (5).

Table (5) Results of the Pearson correlation coefficient of the relationship between environmental analysis and international marketing strategy in Bazian Cement Company in Sulaymaniyah.

Environmental analysis		International marketing		Value of R	Level of significance
Mean	Deviation	Mean	Deviation	0.892	0.00001
3.16	0.88	45.17	0.911		

* Statistically significant at the significance level ($\alpha = 0.01$).

Source: the table is set by the researcher depending on the results of statistical analysis

Through Table (5), there is a positive, statistically significant correlation relationship ($\alpha = 0.01$) among the environmental analysis and the international marketing strategy in Bazian Cement Company in Sulaymaniyah. The researcher believes that the environmental analysis casts a shadow over the international marketing strategy on the one hand. The private sector companies are looking for a uniqueness that distinguishes them from the rest of the companies in terms of environmental analysis so as to attract consumers towards them. On the other hand, they compete with each other to show a high level with very precise and quality specifications.

B- Results related to the first hypothesis: There is a positive, statistically significant effect at the level ($\alpha = 0.01$) between the environmental analysis and the international marketing strategy in Bazian Cement Company in Sulaymaniyah.

Table No. (6) Results of regression analysis to test the relationship between (international marketing strategy) and (environmental analysis)

Degree of freedom	T- level of significance	T- value	F level of significance	F-value	R ²	R
1.324	0.000	12.969	0.000	168.183	0.342	0.585

Source: the table is set by the researcher based on the results of statistical analysis

Table (6) shows the relationship between the independent variable (environmental analysis) and the dependent variable (international marketing strategy). The variable (R²) explained an amount of (0.342) of the variance in the international marketing strategy, where the correlation coefficient was (0.585), while the value of (F) reached (168.183) and the significance level (0.000) which is less than the adopted significance level (0.05). The calculated T value reached (12.969) and the significance level (0.000) which is less than the adopted significance level (0.05). The values of (F) and (T) are a statistical function. Accordingly, the hypothesis that states that there is a positive and statistically significant impact of environmental analysis on the international marketing strategy is accepted. This is the acceptance of the alternative hypothesis and the rejection of the null hypothesis.

Conclusions and recommendations

Theoretical conclusions: A set of conclusions was reached, the most important ones were:

- 1- Environmental analysis for organizations is generally essential and business organizations are particularly significant, as it is an important administrative tool that helps senior management to identify the nature of changes in the environment in which the organization operates.
- 2- Diversity in environmental analysis that helps senior management in correctly diagnosing the type of variables in the environment that have the tremendous effect upon their work.
- 3- The analysis of the marketing environment helps in choosing the most appropriate strategy for the nature of the organization work according to the circumstances in which it lives and the type of capabilities available to it, which it can benefit from in the best way.
- 4- International marketing is a major strategy adopted by business organizations for the purpose of entering new markets, ensuring obtaining more customers and enhancing confidence in the organization.
- 5- The interrelationship between international marketing as an administrative strategy and between global trades as an activity practiced not only by organizations but also by governments.

Conclusions

- 1- Most of the members of the research sample are holders of a bachelor's degree and workers at the executive administrative level. This is related to the international marketing activity, which is more responsible for its implementation at the executive level.
- 2- Through the answers collected, most of the members of the research sample are young people, indicating the vitality of the administrative staff in the investigated organization.
- 3- The members of the research sample have years of service ranging from (5-14). This shows that the organization management attempts to attract young and newly graduated elements to benefit from them and develop their capabilities to be future managers.
- 4- The research sample was distinguished by the fact that males are more than females, which is normal because the nature of work in the laboratory needs males more than females.
- 5- The results of the study showed that the organization has sufficient capabilities to conduct the analysis of the marketing environment, which makes it highly aware that the success of the analysis will lead to the provision of sufficient information about the environment surrounding the organization.
- 6- It was found through the analysis of the study that the senior management of the organization follows the changes of the surrounding environment and is interested in those changes.
- 7- Through the results of the answers of the study sample, it was shown that the organization adopts clear policies regarding the marketing of its products internationally.
- 8- It was found that the organization has government support in order to increase its activities in the field of international marketing, which makes it increase its work towards the foreign market.
- 9- The results related to the study hypotheses showed that the organization has the ambition that distinguishes it from the rest of the competing organizations to appear at a high level, and to provide products with high specifications and excellent quality. In addition, there is a positive effect between the analysis of the marketing environment and international marketing.

Recommendations: A set of recommendations was reached for the investigated organization and similar organizations, the most important ones were:

- 1- Carrying out more specific research on the subject of international marketing by linking with topics other than environmental analysis in order to delve deeper into the contents of the topic.
- 2- Looking for international marketing applications in other organizations in the Kurdistan region, for the purpose of developing these applications and their positive repercussions on business organizations in the region.
- 3- Expanding the number of samples that are approved for the purpose of verifying more about the feasibility of international marketing applications and identifying the difficulties or problems facing these applications.
- 4- Departments in organizations related to the subject of international marketing inform their employees about the importance of this subject and organize training courses that will provide the appropriate experience for workers for the purpose of making international marketing applications successful in these organizations.

- 5- Establishing cooperative relations with other organizations inside or outside the region for the purpose of learning more about the importance of international marketing and obtaining additional expertise in this field.
- 6- Adopting the results of the current study to benefit from them in the topics of analysis of the marketing environment and international marketing, and from the information obtained by the researcher to help the organization in the field of research and development for its external marketing operations.

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