

# SOLVING THE NEEDS OF EACH FOREIGN MARKET

## NAME OF THE ORGANISATION:

MUSTANG

## Country:

Spain

## OVERVIEW

*Mustang, a shoe company oriented towards exports, decided to internationalise 10 years ago, opening their own operation center in China, and diverse offices in the USA, among others.*

### INTERNATIONALISATION PROCESS

Mustang was founded in 1961, and since the beginning exporting their shoes was an important aspect for the founders. For this reason, as the company managed to become leaders among their target group (young women), it was never lost in their mindset the idea of expanding internationally.

#### Objective:

- Become a globally recognised shoe brand
- Maintain an advantaged position in the consumer's mind



In order to make it happen, the company has a deep control over their products, ensuring their shape, colors and materials are in line with the expectations of the target group. Also, the company has always used innovative communication tools with their consumers, moving with the context young women live by. Customers are attracted by their use of culture, music, work with the latest trends, cooperation with influencers... their events and marketing actions have always searched to be in harmony with the mindset of their potential consumers.

However, their internationalisation does not only depend on their communication strategy. Mustang has managed to enter more than 30 countries through a strategy that combines the use of agents and distributors, depending on the market. Furthermore, Mustang has opened a center in Hong Kong, to be closer to the Asian market.

Another interesting aspect behind the success of the Mustang internationalisation has been the use of "Crash Tests". In these events, the company tests all their ideas, not only of products but also communication projects, publicity, etc., allowing the different people working in the company to provide their opinion and concerns on each of them. These events are done at an international point of view, and they also serve as meeting point to coordinate the collections and ensure they will work in the different markets.

### KEY ASPECTS

1. Define your target group
2. Define your product ensuring it matches the expectations of the target group
3. Define your communication campaign
4. Ensure your message matches the expectations of the target group
5. Always remember each country has different visions and expectations

## COMPANY DESCRIPTION

*Mustang is a Valencian shoe company focused on shoe making for young women.*

*They have more than 2,000 selling spaces in Spain, and are present in more than 30 countries. They are selling leaders among their target group, with high notoriety in Spain.*

Website:

[www.mustang.es](http://www.mustang.es)



#### Sources:

[https://cincodias.elpais.com/cincodias/2010/09/13/empresas/1284385199\\_850215.html](https://cincodias.elpais.com/cincodias/2010/09/13/empresas/1284385199_850215.html)