

Article

# International Marketing Plan for EatClub's Expansion into Singapore

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**Abstract:** This article analyzes the potential for EatClub's successful entry into the Singapore market. EatClub is an Australian gastronomic platform that employs dynamic pricing and time-sensitive restaurant promotions. It differs from conventional food delivery services, as its primary objective is to assist eateries in attracting consumers during weaker trade periods. This results in more affordable eating choices for consumers and assists establishments in minimizing vacant seats while enhancing customer traffic during off-peak hours. Singapore appears to be an appropriate market since its conditions align with EatClub's business concept. The nation features a dense urban arrangement, numerous eateries, and an active dining culture. These factors are advantageous for EatClub, as the platform depends on users being sufficiently proximate to promptly engage with local meal offers. Furthermore, Singapore possesses a highly digitized consumer landscape, where customers are already adept at utilizing applications for meals, reservations, and restaurant exploration. However, EatClub will continue to encounter obstacles. Singapore possesses established food-related platforms such as Chope, Eatigo, and GrabFood. Consequently, EatClub cannot rely solely on discounts. It must provide a user-friendly application, a sufficient variety of dining options, and transparent promotional details. Pricing clarity is crucial, as ambiguous discounts may undermine consumer trust. This report advocates for a direct internet entry strategy bolstered by collaborations with local restaurants. EatClub ought to initiate a modest experimental release in regions like the CBD, Orchard, Bugis, and Tanjong Pagar. Singapore presents a prospective market; nonetheless, EatClub should meticulously locate and develop steadily following demand assessment.

**Keywords:** international marketing; market expansion; dynamic pricing; gastronomic platforms; digital consumer behavior

## 1. Introduction

This report examines EatClub's potential expansion into Singapore. EatClub is an Australian app designed for restaurant deals, particularly last-minute discounts. It is not primarily a delivery app; instead, its core concept is to attract customers to restaurants during less busy periods. This approach helps restaurants optimize the use of empty tables while providing customers with a more affordable dining experience [1].

Singapore presents an attractive market due to its dining habits, which align well with EatClub's concept [2]. As a compact and bustling city, restaurants and customers are typically close enough for nearby deals to be effective. Dining out is a common practice in Singapore, supporting the demand for restaurant-focused platforms. Additionally, many Singaporeans are accustomed to using apps for food-related services, bookings, and restaurant searches, making EatClub's model less of a novel concept.

However, the market poses challenges. Singapore already has established platforms for food delivery, bookings, and discounts, requiring EatClub to clearly differentiate itself. Maintaining transparent discount rules will also be crucial, as unclear promotions can undermine customer trust [3].

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This report will analyze EatClub, the Singapore market, customer behavior, competitors, PESTEL factors, and SWOT analysis, before proposing an appropriate marketing strategy [1].

## 2. Research Methodology

This report uses secondary research to evaluate EatClub's possible entry into Singapore. Since EatClub has not yet operated in this market, existing company, consumer, industry, and academic sources were used. EatClub's website was reviewed first to understand its restaurant discount model and how it creates value for diners and restaurant partners [4].

The Singapore market was then assessed from both the consumer and industry sides [5]. Data was used to examine dining-out habits, restaurant choice factors, and smartphone use, as these points are directly linked to demand for an app-based dining deal service. Relevant sources were also used to assess Singapore's digital readiness and restaurant market conditions.

Academic insights helped explain eating-out behavior beyond statistics, especially around convenience, work routines, and social life. Guidelines were also considered to evaluate pricing transparency risks. The main limitation is the absence of primary research, so the findings rely on secondary evidence rather than direct market feedback [6].

## 3. Situation Analysis

Singapore appears to offer a relevant but competitive environment for EatClub. The platform's focus on restaurant discounts and quieter trading periods gives it a clear role in a market where eating out is common and mobile app use is high. However, this does not mean entry would be simple. Singapore already has food delivery, booking, and discount platforms, so EatClub would need a clear position rather than relying only on cheaper prices. Since the model also depends on promotional discounts, pricing information must be clear to maintain customer trust [5]. This section therefore reviews EatClub's internal position, Singapore's market conditions, competitors, customers, external factors, and SWOT.

### 3.1. Company Analysis

EatClub's main advantage is that its model addresses a significant issue in the restaurant industry: unused capacity during quieter trading periods. Instead of functioning primarily as a food delivery service, EatClub utilizes app-based restaurant discounts and dynamic pricing to encourage customers to dine in when restaurants are less busy. This approach creates a two-sided value proposition [7]. Restaurants benefit from increased traffic to tables that might otherwise remain empty, while customers enjoy a more affordable dining experience.

The business model is also relatively scalable, as it does not require EatClub to establish physical outlets in Singapore. Expansion would primarily depend on digital accessibility, restaurant partnerships, and localized marketing efforts, making entry more flexible compared to traditional restaurant growth strategies. However, the model has notable weaknesses. EatClub must secure a sufficient number of restaurant partners to ensure customers perceive strong value in using the app. A limited range of restaurants could result in low repeat usage. Additionally, there is a risk of the brand being perceived solely as a discount platform. For success in Singapore, EatClub should prioritize building a robust partner network and positioning itself as a dining discovery platform rather than merely a discount-focused app [8].

### 3.2. Market Analysis

Singapore is a strong potential market for EatClub because its restaurant sector is active, compact, and competitive. For a dining-deal platform, this is important because restaurants in competitive markets often need ways to attract customers outside busy lunch and dinner periods. Singapore's foodservice market also has a wide mix of

independent and chain operators, which gives EatClub room to work with different types of restaurant partners.

The physical structure of Singapore also supports EatClub's model. As a small and highly urbanized city-state, restaurants, offices, shopping areas, and transport hubs are close to one another. This makes time-sensitive and location-based dining offers more practical, as customers can respond to nearby deals without requiring long travel times. This aligns with EatClub's focus on last-minute restaurant discounts [3].

Singapore's digital environment further strengthens the market opportunity. Smartphone penetration is high, which supports the use of app-based dining services and restaurant discovery tools [9]. Additionally, the growth of Singapore's digital economy suggests that digital platforms are already widely used by businesses and consumers. For EatClub, this reduces the need to educate consumers from the beginning.

However, the market is not risk-free [8]. A strong foodservice sector also means strong competition for both consumers and restaurant partners. EatClub would need to build sufficient restaurant coverage early; otherwise, the app may not feel useful. Overall, Singapore offers a suitable market, but success would depend on strong local partnerships and clear differentiation.

### *3.3. Competitor Analysis*

Singapore's dining market is highly competitive, requiring EatClub to work harder to gain visibility. Consumers have abundant options for meals, restaurant information, and promotions, making it challenging for the app to stand out [10]. To succeed, EatClub must offer a distinct value proposition beyond merely providing discounts.

The restaurant sector also presents challenges. Singapore's foodservice market is crowded, with many establishments seeking ways to attract customers in busy dining areas. This environment could align well with EatClub's model, particularly for restaurants aiming to increase traffic during quieter hours [1]. However, restaurants may hesitate to join unless they are confident the platform can deliver meaningful dine-in traffic rather than attracting customers solely interested in one-time deals.

Customer expectations further complicate the situation. Dining decisions in Singapore are shaped by factors such as value, convenience, and restaurant variety. To establish a stronger competitive position, EatClub should emphasize facilitating quick dining decisions, promoting nearby offers, and helping restaurants optimize the use of empty tables, rather than relying exclusively on low prices [4].

### *3.4. Customer Analysis*

EatClub's customers in Singapore primarily consist of young workers, students, and individuals who frequently dine out. These customers often do not plan formal restaurant meals days in advance. Instead, they typically decide where to eat during lunch breaks, after classes, after work, or while meeting friends. This aligns well with EatClub's functionality, as the app is designed for quick and flexible dining choices rather than formal reservations.

In Singapore, dining out is an integral part of daily life. Many individuals regularly purchase meals outside their homes, meaning EatClub does not need to significantly alter existing consumer habits. Meal decisions are often made by one person or a small group. However, even if one individual finds a deal, the group must still consider whether the restaurant is conveniently located, affordable, and appropriate for the occasion.

The primary factors influencing purchase decisions are price, location, convenience, and food variety. Therefore, discounts alone are insufficient. Singaporean consumers also evaluate whether the restaurant is worth visiting and if the deal is easy to redeem. Repeat purchases are more likely if customers perceive the savings as genuine and the dining experience remains satisfactory despite the discount.

### *3.5. Environmental Analysis*

Singapore's external environment is mostly favorable for EatClub, but it also creates some risks that management needs to control. Economically, Singapore has a mature and

competitive food and beverage market [9]. This provides EatClub with a clear opportunity, as restaurants may want to use discounts to attract diners during quieter periods. However, the same competition also means customers have many alternatives, so EatClub cannot rely solely on offering lower prices. The platform must also ensure it provides good restaurant options, convenient locations, and a simple user experience.

Technology is one of the strongest supports for EatClub's entry. Singapore has high smartphone penetration, and many consumers are already accustomed to using apps for dining, payment, and booking decisions. Reports also indicate that Singapore has a strong digital economy and high levels of business digitalization, which may encourage restaurants to adopt digital platforms [1].

Culturally, EatClub should not be difficult to introduce in Singapore, as eating out is already a normal part of people's routines. Many consumers purchase meals outside the home during workdays, after class, or when meeting friends, so the app can integrate into existing behaviors. However, a discount does not automatically make a restaurant attractive. If the location is too far, the food options are unappealing, or the deal is only available at an inconvenient time, people may still ignore it. This aligns with the observation that Singapore diners consider price, location, convenience, and food options when deciding where to eat. EatClub also needs to ensure its deal conditions are clear, particularly regarding valid times and restrictions, to avoid customers feeling misled.

### 3.6. SWOT Analysis

To evaluate the strategic position of EatClub for its expansion, Table 1 provides a detailed SWOT analysis of the company's entry into the Singaporean market.

**Table 1.** SWOT Analysis for EatClub's Market Entry into Singapore

Strengths	Weaknesses	Opportunities	Threats
Clear dynamic pricing model for filling empty seats in quiet periods.	Low brand awareness in Singapore, so trust needs to be built first.	Singapore's eating-out culture gives EatClub a ready customer base.	The market already has many booking, delivery and dining-deal platforms.
Restaurants can bring in more diners, while customers get cheaper meals.	The app only works well if there are enough good restaurant partners.	High smartphone use and business digitalization make app adoption easier.	Local competitors may already have stronger restaurant relationships.
Fits Singapore's habit of using apps for dining choices.	Some restaurants may worry that discounts hurt margins or brand image.	Clear and useful discounts may appeal to price-conscious diners.	Unclear deal rules could damage trust or create pricing transparency issues.

Overall, EatClub does have space to enter Singapore, but it should not rush into the whole market at once. The idea fits local dining habits and the app-based environment, but restaurant supply is still the part that can make or break it. If users open the app and only see a few average options, they probably will not come back. A better approach is to start with selected restaurants in busy areas, such as offices, universities and shopping districts. The discount rules also need to be simple, because confusing deals can easily weaken trust.

## 4. Objectives

#### 4.1. Organisation Mission and Corporate Strategy

EatClub's mission is to help restaurants utilize empty tables more effectively while providing diners with access to better-value meals. In Singapore, it should avoid attempting to penetrate every dining segment simultaneously. A more prudent approach is to focus on casual dining, particularly during lunch, after-work meals, and small group meetups, as these scenarios align well with last-minute deals. EatClub should position itself as a practical dining-deal application rather than merely another booking platform. The strategy hinges on trust: restaurants must experience an increase in off-peak customers, and diners require deals that are transparent, user-friendly, and genuinely appealing (As shown in Table 1).

#### 4.2. Company Product/Market Objectives

In the first 12 months, EatClub should maintain a small-scale launch to ensure proper testing. It can aim to partner with approximately 80–100 restaurants in areas where dining out is already popular, such as central business districts, university zones, and shopping areas. On the customer side, a practical target would be 20,000 local app users and around 8,000 completed deal redemptions [11]. The focus should not only be on encouraging app downloads but also on assessing repeat usage. A 25% repeat-use rate after the first deal would indicate strong customer interest. Complaints regarding unclear deal rules should remain below 5%, as confusing discounts can quickly erode trust.

### 5. Recommended Marketing Strategy

The recommended strategy for EatClub is to enter Singapore with a focused launch rather than a full-market rollout. This approach aligns with the earlier SWOT analysis, as EatClub's model is well-suited to Singapore's dining market but requires the development of local restaurant partnerships and customer trust. The strategy should prioritize casual dining, emphasize clear discounts, and target selected high-traffic areas initially before expanding more broadly.

#### 5.1. Market Entry Strategy

EatClub should not enter Singapore with a full-market launch at the start. While this approach may appear ambitious, it would require signing a large number of restaurants, investing heavily in promotion, and managing service quality across too many areas simultaneously. Given that EatClub is still new to Singapore, this strategy could introduce excessive risk before the company determines whether local diners will use the app consistently [12].

Another option is to enter through a local restaurant group or an existing dining platform. This approach could facilitate faster access to restaurants and provide insights into the local market. However, it poses challenges in terms of control. EatClub would need to safeguard its discount rules, app experience, and customer data. If the partner exerts too much influence over the process, the brand identity may become less distinct to users.

The optimal strategy is a smaller pilot launch. EatClub should focus on busy areas such as the CBD, university precincts, and major shopping districts, where diners often make quick decisions about where to eat. This aligns with the first-year target of approximately 80–100 restaurant partners. The pilot should emphasize dine-in deals during quieter periods, as this is where EatClub can deliver the most value to both restaurants and diners. Singapore's dining habits and high smartphone usage make this type of app launch particularly feasible [13]. If the pilot demonstrates success through redemptions, repeat usage, and positive restaurant feedback, EatClub can subsequently expand into residential and lifestyle dining areas.

#### 5.2. Target Market and Positioning Strategy

EatClub should be quite selective with its first customers in Singapore. The launch does not need to reach every type of diner straight away. A better starting point would be young workers, university students, and people who already eat out casually, mostly

around the 18–35 age range. Office workers are useful because lunch and after-work meals are often decided quickly. Students also fit the app because they are usually more open to deals and mobile-based promotions. Families and older diners can still be reached later, but they are probably not the best first group, as their dining choices may be more planned and less driven by last-minute discounts.

This target group fits EatClub because they often make dining decisions quickly and are already comfortable using mobile apps. They may use the app during lunch breaks, after class, after work, or casual meetups. Singapore's eating-out culture and high smartphone use also support this choice.

EatClub should be positioned as an easy way to find better-value casual meals nearby. It should not look like a "cheap food" app, because that may make the brand feel low-quality. The focus should be on convenience, timing, and value. This also separates EatClub from delivery platforms, since EatClub is mainly for dine-in restaurant deals.

### *5.3. Marketing Mix Strategy*

#### *5.3.1. Product/Service*

For Singapore, EatClub should focus on a single, clear concept: helping users discover dine-in restaurant deals that are nearby and available at the right time. The app should not resemble a basic coupon platform, as this could diminish its perceived value. Instead, it must allow users to view live offers from restaurants, the timing of deals, potential savings, and applicable conditions. This aligns with EatClub's dynamic pricing model, which leverages real-time offers to help restaurants fill unused tables.

For restaurants, the app provides an additional channel to attract customers during quieter periods without consistently lowering menu prices or relying solely on delivery discounts. This distinction is significant, as EatClub primarily targets dine-in traffic rather than takeaway [14]. This approach is well-suited to Singapore, where dining out is already an integral part of work, study, and social routines. For the initial launch, the app should remain straightforward, featuring clear deal terms, a curated selection of restaurant partners, location-based search functionality, live availability, and seamless redemption processes.

#### *5.3.2. Place / Distribution*

For place, EatClub should primarily operate through its mobile app, as users need to search for nearby deals, check live availability, and redeem offers quickly. However, the app will only be effective if there are sufficient restaurant options close to where people typically dine. For the initial launch, EatClub should focus on high-traffic areas such as the central business district, university precincts, and major shopping districts. These locations are ideal for casual dining since people often decide what to eat during lunch breaks, after classes, after work, or before social gatherings.

EatClub should adopt a selective distribution strategy at the outset. A smaller but denser network of restaurants is more practical than spreading across too many areas with limited options in each. Partner restaurants can also promote the app by displaying QR codes on tables, receipts, menus, or small posters. This approach serves as a reminder at the dining location, rather than relying on customers to search for EatClub independently. The high rate of smartphone usage makes this app-based channel feasible, but restaurant locations must align with users' daily routines.

#### *5.3.3. Price*

EatClub's pricing in Singapore should follow demand rather than one fixed discount for every restaurant. The discount can change by time of day, expected demand, and how many tables a restaurant wants to fill. This aligns with EatClub's dynamic pricing model, where real-time offers are used to attract customers during quieter dining periods. For diners, the app should remain free to download and use initially [6, 7]. The goal is to encourage people to try the platform and continue using it, as charging an app fee could create unnecessary barriers.

The discount should not be excessively deep at the start. If EatClub consistently offers very large discounts, restaurants may become concerned about profit margins, and customers may perceive the app as solely a cheap-deal platform. A more balanced approach is to offer 20–30% off during selected off-peak times when restaurants genuinely need more diners. This provides customers with an incentive to try the app without significantly undermining the restaurant's standard pricing. For restaurant partners, EatClub can adopt a low-risk trial model, such as charging only when a deal is redeemed. The app should also clearly display the valid time, minimum spend, and exclusions to ensure users do not feel misled.

#### 5.3.4. Promotion

At the launch stage, EatClub should keep promotion focused instead of spending heavily on broad advertising. Since the service is starting in selected areas, the message also needs to feel local and practical. A simple message such as "nearby deals for lunch, after work and casual meals" would be easier for users to understand than a general brand campaign. It also fits Singapore's dining habits, as eating out is often connected with work, study, and social routines.

For diners, EatClub can mainly use a pull approach. Instagram, TikTok, and short mobile ads would suit young workers and students around the CBD, campuses, and shopping areas. The content should show normal dining moments, such as finding lunch nearby or choosing a place after work. Referral rewards can also help because people often eat with friends, classmates, or colleagues. Singapore's high smartphone use makes this type of mobile promotion realistic.

For restaurants, EatClub needs a more direct push approach. It can contact selected restaurants, explain how the app may help during quieter periods, and offer simple onboarding support. QR codes on tables, menus, posters, or receipts can also remind customers to check the app while they are already dining. The message should be adapted for Singapore, with more focus on convenience, timing, trust, and clear deal rules, especially because discount information must be easy for customers to understand.

## 6. Implementation and Control

To ensure the successful execution of the proposed strategies, Table 2 outlines a structured 12-month action plan along with the necessary monitoring and control mechanisms.

**Table 2.** Implementation Action Plan and Control Timeline for EatClub's Launch.

<b>Time period</b>	<b>Action</b>	<b>Participants</b>	<b>Monitoring / control</b>
Months 1-2	Choose pilot areas and approach restaurants in the CBD, university precincts and shopping districts. Aim for 80–100 partners.	Launch team, sales team, restaurant managers	Check partner numbers, location coverage and restaurant variety.
Months 3-4	Adjust the app for Singapore use, including location search, deal rules and redemption steps.	Product team, marketing team, compliance support	Test the app flow and review whether discount terms are clear.
Months 5-6	Start promotion through social media, restaurant QR codes and referral rewards.	Marketing team, partner restaurants	Track downloads, deal views, redemptions, referrals and early comments.

Months 7-12	Review the pilot and adjust restaurant mix, deal timing and messages.	Management team, marketing team, restaurant partners	Compare results with the objectives: repeat use, complaints and partner feedback.
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If restaurant sign-ups are lower than expected, EatClub should initially focus on the strongest pilot areas rather than attempting to expand prematurely. The team can also simplify the trial process for restaurants, such as charging only when deals are redeemed [5]. Low customer usage would require a practical evaluation: assessing whether the restaurants are appealing, the time slots are convenient, and the offers are easy to understand. Any confusion regarding discounts should be resolved promptly, as trust is difficult to restore once users perceive the deal as unclear.

### 7. Conclusion

EatClub should consider entering the Singapore market through a pilot launch rather than an extensive rollout from the outset. The market presents clear potential for the app, as dining out is already an integral part of people's work, study, and social routines. Additionally, smartphone usage is high, and restaurants face significant competition during quieter dining periods. These factors provide a practical basis for testing EatClub's time-based dining deals in Singapore.

A key challenge lies in ensuring that the app remains appealing beyond the initial use. While Singaporean diners may be receptive to deals, they are unlikely to continue using the app if restaurant options are limited or the rules are overly complex. Therefore, the pilot should focus on areas where the offering is straightforward and convenient, such as the central business district, university precincts, and shopping districts. If these locations demonstrate strong restaurant participation, consistent deal redemptions, repeat usage, and positive user feedback, EatClub would have a solid foundation to expand into residential and lifestyle dining areas in the future.

### Appendices

#### Appendix A: Key Singapore Market Evidence

Evidence	How it supports the report	Source
Singapore consumers commonly dine out or buy meals outside the home.	Supports EatClub's entry because the app fits an existing dining habit rather than creating a new one.	Rakuten Insight, 2025
Singapore diners consider price, location, convenience and food options when choosing where to eat.	Supports the customer analysis and explains why discounts alone are not enough.	RySense, 2024
Singapore has high smartphone penetration.	Supports EatClub's app-based market entry strategy.	Statista, 2024
Singapore has strong digital economy development and business digitalization.	Supports the view that restaurants may be more open to using digital platforms.	Infocomm Media Development Authority, 2025a

Eating out in Singapore is linked to work, study, convenience and social routines.	Supports the target market, positioning and promotion strategy.	Leu et al., 2023
Appendix B: First-Year Objectives and Control Measures		
Objective	First-year target	How it will be measured
Restaurant partners	80–100 restaurant partners	Number of signed restaurants in the CBD, university precincts and shopping districts
App users Deal	20,000 local app users 8,000 completed	App downloads and user registrations In-app redemption records
redemptions Repeat use	redemptions 25% repeat-use rate after first redemption	Customer redemption history
Discount clarity	Complaints below 5% of total redemptions	Customer complaints, app feedback and support records

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