

In creating an acceptable product offer for international markets it is necessary to examine first what contributes to the 'total' product offer. We can also see from Figure 11.1 that it is much easier to standardize the core product benefits (functional features, performance, etc.) than it is to standardize the support services, which often have to be tailored to the business culture and sometimes to individual customers, i.e. personalization (Vesanen, 2007).