What is the relevance of the customization - standardization debate in international marketing strategy and how might this influence the market selection approach of both Small and Medium Sized enterprises (SME's) and large scale enterprises (LSE's)?

Use relevant and recent examples to illustrate your report. Your response should be in the form of a written report of between 1,500 and 2,000 words. The learning outcomes for this assignment are: Understand and appreciate the underlying theories of international marketing Critically analyse international marketing opportunities Demonstrate an ability to formulate and assess international marketing strategies Demonstrate an understanding of both the process and the complexities associated with the implementation of international marketing programs Differentiate between the various market selection processes for firms seeking to internationalize Understand the different approaches of SMEs and LSEs in deciding upon the most appropriate market selection process