

Field of Study Social Sciences, Business and Administration			
Degree Programme Degree Programme in International Business			
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Title of Thesis E-commerce Marketing Strategies for Russian Market. Case: Sun Enterprises			
Date 10.12.2018		Pages/Appendices	44/1
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Client Organisation /Partners None			
<p>Abstract</p> <p>This thesis was created for a Dutch company interested in expanding on the Russian market. The purpose of this thesis was to provide guidelines to help the case company to develop their operations in the foreign market successfully. The author focused on reviewing aspects of international e-commerce operations as well as marketing tools that can be used by the company to increase visibility among foreign audience.</p> <p>An interview was carried out with the owner of the company to understand the current state of the company's operations as well as to outline future plans regarding the development of operations in Russia. In addition, a competitor research was conducted to provide an overview of potential competition and their social media performance. Information gathered during the research was used to create a set of recommendations for the case company on their future expansion, including general improvements, promotional channels and social media strategies.</p>			
<p>Keywords International e-commerce, digital marketing, social media, Russian market, competitor research</p>			