

Dissertation

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**International marketing strategies, policies and characteristics of
west Cyprus real estate buyers.**



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Abstract.

The last decades the world faced an unpredictable influence from globalization. It is developed so high and quickly that almost impact every part of organizations and business environment. Small and medium enterprises at real estate industry at west Cyprus has impacted as well.

This thesis will highlight the international marketing strategies and policies and characteristics of west Cyprus buyers from a variety of published and unpublished sources, primary and secondary research. This thesis will emphasize the different characteristics of the main buyers in Cyprus such as power at the negotiations phase, characteristics of property type that they prefer and who this is linked to their maturity, locations they desire more and characteristics on the online searches.

Finally this thesis will present a private research with data that accumulate especially for the needs of this thesis, this results will presented at a different Chapter with discussion and recommendations.

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List of Abbreviations

SME's = Small and Medium Enterprises

Sqm = Square Meter

US = United States

UK = United Kingdom

NEC = North European Countries

SEC = South European Countries