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## Impacts of International Marketing on Break-Even Analysis

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### Abstract

This study aimed to examine the impact of international marketing on break-even analysis. Specifically, the study ascertained the extent of application of international marketing, identify various challenges faced by international organization during the process of international marketing and give recommendations on ways international marketing can help international organization to break-even among Guinness Nigeria customers in Cotonu, Republic of Benin. The study employed as descriptive research design with a population size of 250,021 who are registered customers of Guinness Nigeria customers in Cotonu, Republic of Benin. Approximately 10% of the entire population was chosen i.e. two hundred and fifty (250) respondents using a simple random sampling techniques. The reliability of the instrument was analysed using Cronbach's  $\alpha$  with a value was 0.75 while data were analysis with the use of descriptive research design. Findings of the study shows that SWOT analysis has an impact on international marketing system, application of market segmentation plays a role in international marketing, marketing information system as an impact on international marketing, micro and macro environmental plays a key factor in global marketing. The significance of promotion in international marketing is crucial. In conclusion, based on the result of the findings international marketing as great effect on break-even analysis having a significant impact on profit planning. International marketing plays a pivotal role in enhancing a company's ability to achieve break-even in a competitive global environment. The study therefore recommended that business organizations should also use break-even analysis data to determine the price which gives the desired break-even points for them to sell and remain in business internationally.

### Keywords

International Marketing, Break-Even Analysis, International Organization Customers.

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### Introduction

International marketing is a crucial aspect of the global economy. Advances in technology have rapidly expanded access to new world markets, playing a significant role in international trade (Shubhangi, 2017). A large number of multinational companies have developed strategies to promote their products and services globally. For example, Pepsi, Coca-Cola, and Hyundai have gained international reputations, shifting their focus from domestic markets to global operations (Gaikwad, 2017). This trend has become even more pronounced in recent years as the business environment has grown more globalized, competitive forces have intensified, and technological advancements have accelerated at an unprecedented rate (Hollensen, 2017). These developments have drawn the attention of business scholars, who have been researching international marketing since the early 1960s. Over the decades, these studies have expanded in various directions, contributing significantly to the field.

To thrive in this highly competitive global environment, substantial investment funds are required. An investment fund is a pool of capital collected from multiple investors to collectively invest in securities such as stocks, bonds, real estate, or other financial assets. These funds are managed by professional fund managers who allocate resources to achieve specific financial goals, such as income generation, capital appreciation, or risk diversification (Charles, 2024). Investment funds come in various forms, including mutual funds, exchange-traded funds (ETFs), index funds, and hedge funds, catering to different risk tolerances, investment horizons, and financial objectives. Investors purchase shares or units of the fund, and the fund manager selects investments to meet the stated objectives. Management and operational fees are typically deducted from returns. For example, mutual funds are actively managed to outperform market benchmarks, while index funds passively track market indices like the S&P 500 to provide consistent returns at lower costs (SmartAsset, 2024).



Since investable funds are limited, individual entrepreneurs and governments need reliable information on whether their investments will yield tangible returns. One of the key tools used for this purpose is break-even analysis, which assesses the impact of changes in production output on costs, revenue, and profits (Velavan & Meyer, 2020). This analysis helps determine the viability of an investment. According to Ozili and Arun (2020), the break-even point indicates the minimum revenue required for an enterprise to cover its expenditures and avoid losses.

In international markets, break-even analysis helps businesses determine the point at which revenue equals costs, resulting in neither profit nor loss. This is particularly crucial due to additional complexities such as currency fluctuations, trade regulations, tariffs, and cultural differences, all of which impact cost structures and revenue potential (Corporate Finance Institute, 2024). The break-even point represents the level of sales at which a company generates enough revenue to cover the total cost of production within a given accounting period. At this point, income and expenses are equal, resulting in zero net profit.

Break-even analysis also helps businesses identify the minimum sales volume required to avoid losses while assessing profitability potential. It is applicable across all industries, regardless of size. In international markets, break-even analysis enables firms to evaluate the feasibility of expanding into new territories or launching global products. By understanding this critical financial metric, businesses can make informed decisions that minimize risks and enhance long-term profitability.

### **Objective of the Study**

The main objective of the study was to examine the impact of international marketing on break-even analysis. The specific objectives are:

- i. to determine the relationship between the applications of international marketing on break-even analysis among Guinness Nigeria customers in Cotonu, Republic of Benin.
- ii. to ascertain the extent of application of international marketing among Guinness Nigeria customers in Cotonu, Republic of Benin.
- iii. to identify various challenges faced by international organization during the process of international marketing
- iv. to give recommendations on ways international marketing can help international organization to break-even

### **Research Question**

- i. What are the relationship between the applications of international marketing on break-even analysis among Guinness Nigeria customers in the Ogun State?
- ii. What are the ascertain the extent of application of international marketing among Guinness Nigeria customers in Cotonu, Republic of Benin?
- iii. What are the challenges faced by international organization during the process of international marketing?
- iv. What are the recommendations on ways international marketing can help international organization to break-even?

### **Literature Review**

#### **International Marketing**

International marketing refers to the process by which businesses and organizations engage in the promotion, distribution, and sale of products or services across multiple countries beyond their domestic borders. It involves adapting marketing strategies to suit diverse cultural, economic, legal, and political environments in international markets (Cateora et al., 2020). This field extends beyond exporting and includes strategic decisions regarding market entry modes, product adaptations, pricing strategies, and communication methods.

International marketing encompasses the application of marketing principles across international boundaries. It involves identifying, targeting, and satisfying the needs and preferences of consumers in different countries. This process goes beyond merely exporting products to foreign markets; it requires strategic planning, market research, pricing, promotion, distribution, and adaptation to the cultural, legal, and economic environments of target countries (Cateora et al., 2020). Key aspects of international marketing include understanding cultural diversity, managing foreign competition, navigating international trade regulations, and leveraging global opportunities. Companies engage in international marketing to expand their customer base, enhance brand recognition, and gain competitive advantages in global markets (Kotler & Keller, 2016).

International marketing plays a crucial role in the economies of nations worldwide. Advances in technology have rapidly facilitated access to new global markets, significantly influencing international trade (Gaikwad, 2017). A large number of multinational companies have developed strategic approaches to promoting their products and services on a global scale. For example, Pepsi, Coca-Cola, and Hyundai have



achieved worldwide recognition, transitioning from domestic enterprises to globally dominant brands.

**Global Marketing Strategy**

Determining the right marketing strategy plays an important role in the implementation of global marketing, from a marketing plan that effectively generates customer value and establishes profitable relationships (Panagiotopoulou, 2020). According to Mesadag (2000) that global marketing is a particular form of international marketing which – in its true form – does not exist. Its essence is that it covers a wide area of countries in the world and seeks to achieve this consciously by standardizing its marketing strategies among these countries. Svensson (2001), said that a company's global strategy is very closely related to its corporate strategy. Corporate strategy guides the overall performance of a company's business activities and its allocation of resources to achieve established business goals (Vrontis& Sharp, 2003).

**Marketing Mix**

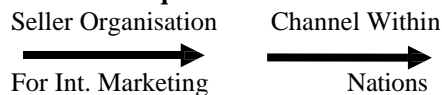
According to Kotler and Keller (2012), marketing is a social and managerial process where individuals and groups obtain what they want and need through the creation and exchange of goods and value with other parties. Meanwhile, Kotler and Armstrong (2012) state that marketing is a process by which companies create value for customers and build strong customer relationships to capture value for customers in return.

Let us examine the 4Ps in International Marketing:

- i. **Product:** This is anything that is brought to the market for acquisition, use or consumption; it could be physical object, service or idea that can satisfy either needs or wants. It divided into three: straight extension, product adaption and Product invention. Straight Extension means introducing the product into the foreign market without any change. Product Adaptation involves altering the product to meet local condition. Product invention consists of creating something new. This

iv. **Distributions Channels.**

**Sellers Headquarter**



The first line, sellers' headquarters organization, supervises the channel and is part of the channel itself. The Second line, channel within nations, get the product, deliver it to Channel between nations and finally to the final user or buyer.

can be in two forms: backward invention and forward invention. Backward invention is the reintroduction of the earlier product forms that happen to be well adapted to the need of the Country, e.g Tokunbo product in Nigeria. This illustrates the existence of the international product lifecycle where countries stand at different readiness stages to accept a particular product. Forward invention is creating a brand new product to meet a need in another country.

- ii. **Promotion:** Companies can either adopt the same promotion strategy they used in the home market or change for each local market. Other companies encourage their international division to develop their own advertising. Company might use a pleasure theme in the U.S. and use a safety theme in Scandinavia. The use of media also requires international adaptation because media availability varies from country to country e.g. Newspaper are national in the U.K and local in Spain.
- iii. **Price:** Manufacturer often prices their product lower in foreign market. Income may be low and a low price is necessary to sell the goods (Penetration Pricing System). The manufacturer may set low price to win market share or the manufacturer may want to dump the goods that have no market at home. E.g Zenith company accused Japanese TV manufacturer of dumping their TV set on the US market. Manufacturer have little control over the retail prices charged by foreign middlemen who carry their products. Many of them like to use high mark-up, even though this means selling few products. They also sell on credit and this increases manufacturer cost and risk.

**Key Aspects of International Marketing**

**Market Entry Strategies**  
Businesses can enter international markets through various methods such as exporting, licensing, franchising, joint ventures, and direct investment. The choice of strategy depends on factors like market



potential, risk tolerance, and resource availability (Hollensen, 2020).

### **Cultural**

### **Sensitivity**

A critical aspect of international marketing is understanding and respecting cultural differences, as they influence consumer behavior, communication, and branding. For example, Hofstede's cultural dimensions theory highlights how societal values like individualism or collectivism impact marketing strategies (Hofstede, 2011).

### **Globalization vs. Localization**

Companies face the challenge of balancing globalization (standardizing marketing efforts across countries) with localization (tailoring marketing strategies to specific markets). This dual approach, known as "glocalization," allows businesses to maintain brand consistency while addressing local preferences (Levitt, 1983).

### **Legal and Political Environment**

Understanding international trade laws, regulations, and political stability is vital for successful international marketing. Trade agreements, tariffs, and non-tariff barriers can significantly influence market dynamics (Kotler & Keller, 2016).

### **Technological Advancements**

The rise of digital marketing, social media, and e-commerce has revolutionized international marketing by making it easier for businesses to reach global audiences. For instance, companies can use data analytics to target specific demographics effectively (Chaffey & Ellis-Chadwick, 2019).

### **Barriers of International Marketing.**

International trade barriers refer to obstacles that hinder the free flow of goods, services, and investments between countries. These barriers can be categorized into tariff and non-tariff barriers, with both impacting trade by increasing costs, reducing efficiency, or creating market entry challenges (Hill, 2021). Understanding these barriers is essential for businesses aiming to operate globally and policymakers working to foster trade liberalization.

#### **Tariff Barriers**

Tariffs are taxes or duties imposed on imported goods to protect domestic industries or generate government revenue. They increase the cost of foreign products, making them less competitive compared to domestic alternatives. For instance, countries may impose high tariffs on agricultural imports to protect local farmers (Krugman & Obstfeld, 2020).

#### **Non-Tariff Barriers (NTBs)**

Non-tariff barriers are regulatory or policy measures other than tariffs that restrict trade. Examples include:

- **Quotas:** Limits on the quantity of goods that can be imported, restricting supply (Hill, 2021).

- **Licensing Requirements:** Importers may need specific permits to bring goods into a country, creating administrative burdens.
- **Technical Barriers to Trade (TBTs):** Standards and regulations, such as safety, health, or environmental rules, may act as trade barriers if they differ significantly between countries (World Trade Organization [WTO], 2023).

#### **Cultural**

#### **Barriers**

Differences in language, values, customs, and consumer behavior can complicate international trade. For example, marketing strategies that work in one cultural context may fail in another due to misunderstandings or misaligned branding (Hofstede, 2011).

#### **Economic**

#### **Barriers**

Countries with lower levels of economic development may face challenges like inadequate infrastructure, lack of skilled labor, or limited financial resources, which can deter trade (Todaro & Smith, 2020).

#### **Political**

#### **and Legal**

#### **Barriers**

Political instability, protectionist policies, and complex legal systems can create uncertainties for international trade. Trade embargoes, sanctions, or sudden policy changes are significant obstacles for businesses (Kotler & Keller, 2016).

#### **Currency and Exchange Rate Issues**

Fluctuating exchange rates and currency volatility can lead to unpredictability in costs and profits for international businesses. For example, a sharp depreciation in the currency of an importing country can make foreign goods unaffordable (Hill, 2021).

#### **Environmental and Ethical Concerns**

Increasing emphasis on sustainability and ethical trade practices has led to stricter regulations on imports that may not meet environmental or labor standards. These policies, while essential, can limit trade opportunities for countries unable to comply (Chaffey & Ellis-Chadwick, 2019).

### **Methodology**

The research tool adopted in this research is a descriptive survey research design. The design employed to carry out this study was the descriptive research with particular reference to the case study method. The instrument used for the study is the structured questionnaire which comprises items that generated data for answering the research question. Likert scale is adopted, with a population size of 250,021 who are registered customers of Guinness Nigeria customers in Cotonu, Republic of Benin. Approximately 10% of the entire population was chosen



i.e. two hundred and fifty (250) respondents using a simple random sampling techniques. The study empirically investigated the ways and manners in which international marketing impact on new growing business and existing organizations. The reliability of the instrument was determined using Cronbach Alpha ( $\alpha$ ) which have a co-efficient value of 0.75 which is considered high. Data were gathered and analysed using descriptive statistics of simple percentage, mean and standard deviation using Statistical Package for Social

Science (SPSS Version 22.0) was utilized for data analysis.

**Result and Discussions**

**Research Question 1:** What is the relationship between the application of international marketing and break-even analysis on manufacturing firms in Cotonu, Republic of Benin.

**Table 1: Percentage distribution of relationship between international marketing and break-even analysis.**

S/N	ITEMS	N	Mean	Std. Dev.	Rank	Remark
1.	SWOT analysis has an impact on international marketing system	250	3.10	0.57	5 <sup>th</sup>	Agreed
2.	Application of market segmentation plays a role in international marketing.	250	3.17	0.67	4 <sup>th</sup>	Agreed
3.	Micro and macro environmental plays a key factor in global marketing.	250	3.21	0.69	3 <sup>rd</sup>	Agreed
4.	Marketing information system as an impact on international marketing.	250	3.29	0.90	1 <sup>st</sup>	Agreed
5.	The significance of promotion in international marketing is crucial.	250	3.26	0.76	2 <sup>nd</sup>	Agreed
6.	The take-off capital is directly proportional to the size of the business.	250	3.14	0.57	5 <sup>th</sup>	Agreed
7.	Intensive capital fosters quicker break-even analysis enhancing international market.	250	3.18	0.67	4 <sup>th</sup>	Agreed
<b>Cluster Mean</b>			<b>3.2</b>	<b>0.69</b>		

The above table further revealed the relationship between international marketing and break-even analysis showing the mean value and standard deviation with their ranks. Marketing information system as an impact on international marketing ranked 1st with the mean value of 3.29 and standard deviation of 0.90. The significance of promotion in international marketing is crucial with a mean and standard deviation value of 3.26 and 0.76 respectively ranked 2nd. Furthermore, micro and macro environmental plays a key factor in global marketing ranked 3rd with a mean value of 3.21 and 0.69 standard deviation. Application of market segmentation plays a role in international marketing with a mean value and standard deviation of

3.17 and 0.67 respectively, ranked 4th. Similarly, intensive capital fosters quicker break-even analysis enhancing international market ranked 4th with a mean value of 3.18 and standard deviation of 0.67. The take-off capital is directly proportional to the size of the business ranked 5th with a mean value of 3.14 and standard deviation of 0.57, while SWOT analysis has an impact on international marketing system ranked 5th with a mean value of 3.10 and 0.57, with an agreed remark.

**Research Question 2:** To what extent the application of international marketing on firms in Cotonu, Republic of Benin?



**Table 2: Percentage distribution of international marketing on firms**

S/N	ITEMS	N	Mean	Std. Dev.	Rank	Remark
1.	Skimming pricing system is suitable for unique product without competitors in the international market.	250	3.42	0.97	1st	Agreed
2.	Products and market modification create more sales volume and profit in the in the international market system.	250	3.28	0.8	2nd	Agreed
3.	The firm penetrates more outlets through international marketing system.	250	3.1	0.57	5th	Agreed
4.	The size of the firm determines the break-even point.	250	3.23	0.74	3rd	Agreed
5.	Economy of scale which big firms enjoy has impact on its break-even analysis.	250	3.14	0.62	4th	Agreed
<b>Cluster Mean</b>			<b>3.2</b>	<b>0.7</b>		

The above table further revealed the impact of international marketing on firms indicating the mean value and standard deviation with their ranks. Skimming pricing system is suitable for unique product without competitors in the international market ranked 1st with the mean value of 3.42 and standard deviation of 6.97. Products and market modification create more sales volume and profit in the in the international market system with a mean and standard deviation value of 3.28 and 6.80 respectively ranked 2nd. Furthermore, the firm penetrates more outlets through international marketing system ranked 3rd with a mean value of 3.10 and 6.57 standard deviation. The size of the firm determines the break-even point with a mean value and standard deviation of 3.23 and 6.74 respectively, ranked 4th. Finally, Economy of scale which big firms enjoy has impact on its break-even analysis ranked 5th with a mean value of 3.14 and standard deviation of 6.62. With a remark, Agreed.

### Discussion

The findings of this study on research question one revealed a strong relationship between international marketing and break-even analysis in manufacturing firms in Cotonou. These results are consistent with Adebayo and Onyeiwu (2018), who emphasized that effective market segmentation and environmental analysis enhance profitability in manufacturing firms. Similarly, Cateora et al. (2020) highlighted the critical role of marketing information systems in strengthening international competitiveness. Chaffey and Ellis-Chadwick (2019) further supported the significance of promotional strategies in achieving financial stability and break-even performance. Additionally, Czinkota and Ronkainen (2013) affirmed that a well-structured SWOT analysis and capital investment are essential for successful market expansion. These findings underscore

the importance of integrating strategic marketing approaches to enhance financial sustainability and break-even performance in global markets.

The findings of the study on research question two indicated that international marketing significantly influences firms in Cotonou, particularly in pricing strategies, market penetration, and economies of scale. Skimming pricing, identified as the most effective strategy, aligns with Kotler and Keller's (2016) assertion that premium pricing enhances profitability in international markets. Additionally, the study highlights the role of market modification in increasing sales volume, corroborating Hollensen (2020), who emphasized that product adaptation fosters global competitiveness. The findings also affirm that firm size influences break-even performance, consistent with Adebayo and Onyeiwu (2018), who noted that larger firms achieve better financial stability due to economies of scale. Moreover, Czinkota and Ronkainen (2013) underscored the necessity of international marketing for expanding distribution networks, supporting the study's conclusion that firms benefit from broader market access. These findings suggest that strategic international marketing practices are essential for firms seeking sustainable growth and profitability in global markets.

### Conclusion

In conclusion, based on the result of the findings international marketing as great effect on break-even analysis having a significant impact on profit planning. International marketing plays a pivotal role in enhancing a company's ability to achieve break-even in a competitive global environment. By expanding into



international markets, businesses can access a broader customer base, diversify revenue streams, and optimize production by achieving economies of scale. These factors directly influence the break-even point by increasing sales volume and distributing fixed costs over a larger output. However, international marketing also introduces challenges such as additional costs for market research, product adaptation, and regulatory compliance, which may temporarily raise the break-even point. Effective international marketing strategies such as targeting high-demand markets, leveraging digital platforms for cost-efficient outreach, and customizing offerings for cultural preferences—can mitigate these challenges and accelerate profitability.

### Recommendations

Based on the above conclusions it was recommended that

1. Organizations should be backed by policies such as, management of businesses should use break-even analysis data to know the level of sales that can yield profit to them.
2. Business organizations should also use break-even analysis data to determine the price which gives the desired break-even points for them to sell and remain in business in the international market.
3. Organizations should embark on the use of break-even analysis as a guide in decision making to produce or buy a given product and other areas as it concerns the organization's operations.

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