

Global Market Strategies

Directions:

You will be creating a ten-page proposal for beginning an international marketing plan for a local business.

1. Select a local business near you, this should not be a business which has an international presence.
2. Identify what the local business offers (products or services). Give a brief overview (about one typed page) of the current marketing strategies.
3. Research potential international markets for the business to expand into. Examine at least four different countries and analyze data to determine the market potential of each country. Use both economic and trade theories as well as screen market analyses. Create a table to display this information.
4. After you have conducted your research, explain in a paragraph which country you will choose to expand your selected business.
5. In a paragraph, explain what your selected business will need to standardize.
6. Give a thorough explanation (about five typed pages) of the social/cultural factors, legal factors, economic factors, political factors and technological factors the business would face when marketing in this new country. Be sure to explain how the business will adapt to each of these factors.
7. Give detailed description (about four typed pages) explaining the product, pricing, distribution and promotion decisions you will make to help your selected business succeed in the international market.
8. Compile your proposal in a cohesive, professional looking document.