

GROUP PROJECT

Submission Due : 27th May 2022

The purpose of this project is to provide you with an opportunity to incorporate and apply the material learned in this class to formulate a real-world international marketing strategy.

Your project is to **ascertain a new international market** (that is a new marketing opportunity in an International market) for a specific, real company of your choice and deliver strategic recommendations for entering that new international market, based on your **understanding of company's SWOT Analysis** (Strengths, Weaknesses, Opportunities and Threats). As part of this, you might want to conduct some secondary research for better understanding of your chosen market: **PESTEL Analysis (Political, Economic, Socio-cultural, Technological, Environmental, Legal and other parameters like consumers, competition, infrastructure)** which are imperative for your entry strategy analysis.

Specifics of the project are mentioned in the Group Project section outline. Please read this section cautiously and make sure that you understand the objectives and tasks at hand before embarking on the project.

You will work on this project in groups of three to five people. Group projects, like any group work in the business world, can sometimes be an exasperating experience. Group members at times feel that the division of labor is not equitable. However, as you are aware, learning how to efficiently manage the group work experience and outcome is essential to successful professional performance. Setting unambiguous expectations of the group at the beginning, meeting the expectations set of you, and communicating frequently throughout are the key. All problems arising within the group, including those related to relative contributions of the group members, are to be handled internally, by the group; this is an inevitable part of the group project experience.

Your report should describe the industry (e.g. FMCG (Fast moving consumer Goods), Restaurant chain, investment advisory services, bottled water, supermarkets), the Company/brand (e.g. Nordex , Fidelity, Evian, Carrefour) and the country entry market (e.g., Germany, Japan, U.S., UK) you have chosen to focus on. This feasibility should clearly identify the industry and the country entry market and contain some basic background information about it (i.e. size, key players, key customer segments, important trends).

Project Report

The final report must be a professional and polished document (maximum 12 pages). List your sources of information, including articles, interviews, etc. in a Bibliography section at the end of the paper (not included in page limit). Do not forget to cite them, where appropriate, in the body of the paper. All language and ideas not your own must be properly cited.

Project will be graded using the following guidelines:

- Executive Summary and Profile of Country Market (05 marks)
- Description of Company / SWOT Analysis (05 marks)
- Recommendation of Entry Strategy based on PESTEL and other aspects highlighted above. (03 marks)
- Segmentation, Targeting and Positioning and Marketing Mix formulation. (5 Marks)
- Project Viva (02 Marks)

OUTLINE OF GROUP PROJECT

The following outline has been provided as a sample structure for your group project. Feel free to modify it where necessary to fit the specific context of your business area. Your report should draw on as many topics covered in class as possible.

EXECUTIVE SUMMARY: This should highlight briefly in one page all four section in a nutshell. This is usually one page summary to have concise review of the report specifically for Management's review.

SECTION I: PROFILE OF COUNTRY MARKET

- This section involves an overview of your country market:
- Describe the country market you are analyzing.
- Characterize this country market in terms of size, historical trends, growth forecasts, etc (Market Potential)
- Describe the level of competition within this market highlighting direct and indirect competitors
- PESTEL Analysis.

SECTION II: DESCRIPTION OF COMPANY

- Name and Profile of the company
- Mission and Vision Statement]
- SWOT Analysis of the Company
- Based on your understanding of the company's strengths and weaknesses, what do you think are the company's firm specific advantage?
- What recent trends (e.g. economic, social, political, technological, others) have affected this market? Are these changes an opportunity or threat to your company.

SECTION III: RECOMMENDATION OF ENTRY STRATEGY

- Develop a recommendation for an entry strategy to the foreign country market
- Justify your recommendation based on the decision factors
- Base on your recommendation choose a suitable mode of entry for your business
- What benefits do you expect your firm will have upon selection of the appropriate Strategic alliance
- Will you go for Exporting, Licensing, Franchising or Joint Venture after analysis of pro and cons of each strategy. Present logical reasoning for your choice.

SECTION IV: STP (SEGMENTATION, TARGETING & POSITIONING) and FORMULATION OF MARKETING MIX FOR SELECTED INTERNATIONAL MARKET.

- Segmentation, Targeting and Positioning
- Standardization or Adaptation (Mention your choice)
- Based on the choice above, prepare marketing mix for that brand which you have selected to launch in an international market covering 4Ps (Product, Price, Place, and Promotion)

Thank you