

Market entry draft proposal V2

Activity: Group Assignment Part 1- Draft Proposal

Course: MKT1540-21F-Sec6-Products and Services for a Globa

Name: Ketul Pareshkumar Adesara

Criteria	New Level	New Level	New Level	Level 5	Level 4	Level 3	Level 2	Level 1	New Level	Criterion Score
Company Analysis	5 points ✓	4.5 points	4 points	3.5 points	3 points	2.5 points	2 points	1 point	0 points	5 / 5
Criterion Feedback Excellent - use this as is for part II - final market entry strategy										
Country Analysis	5 points ✓	4.5 points	4 points	3.5 points	3 points	2.5 points	2 points	1 point	0 points	5 / 5
Criterion Feedback Excellent - use this as is for part II - final market entry strategy										
Competition	5 points ✓	4.5 points	4 points	3.5 points	3 points	2.5 points	2 points	1 point	0 points	5 / 5
Criterion Feedback Excellent - use this as is for part II - final market entry strategy										
Market Entry Strategy	10 points ✓	9 points	8 points	7 points	6 points	5 points	4 points	2 points	0 points	10 / 10
Criterion Feedback Excellent - use this as is for part II - final market entry strategy. Add specifics about what they will be responsible for and what HB will be responsible for.										

Criteria	New Level	New Level	New Level	Level 5	Level 4	Level 3	Level 2	Level 1	New Level	Criterion Score
Why this market entry strategy was chosen	10 points ✓	9 points	8 points	7 points	6 points	5 points	4 points	2 points	0 points	10 / 10
Criterion Feedback Excellent - use this as is for part II - final market entry strategy										
Risks	5 points	4.5 points ✓	4 points	3.5 points	3 points	2.5 points	2 points	1 point	0 points	4.5 / 5
Criterion Feedback Very good. Are you able to name key intellectual property that must be protected. Can you specify a political risk. This is vague.										
Roles and Responsibilities of each team member	10 points ✓	9 points	8 points	7 points	6 points	5 points	4 points	2 points	0 points	10 / 10

Crite ria	New Level	New Level	New Level	Level 5	Level 4	Level 3	Level 2	Level 1	New Level	Criterion Score
<div>Criterion Feedback</div> <div>Looks like your group is ready to prepare part II</div>										

Total	49.5 / 50
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Overall Score

Level 5

✓

Level 4

Level 3

Level 2

Level 1