

## A. ASSIGNMENT RECAP

- Form a team (same for Asm 3)
- Choose a brand & top countries that are potential for this brand to launch in (**01 country/mem**)
- Conduct **Macro environment** analysis & **Competitor** analysis
- Conclude the **challenges, threats, vulnerabilities** when the brand enters this market
- Propose **standardizations** and **adaptations** for brand launch

### Suggested structure

I/ Introduction

II/ Macro environment analysis

- Economic-Geographic environment
- Social-Cultural environment
- Political-Legal environment

III/ Micro environment analysis: Competitor analysis

IV/ Evaluation

- Core issues
- Standardization suggestions
- Adaptation suggestions

## B. DEFINITION

### Overall assessment:

- **Leverageable strengths:** Strengths that can be useful in the new country's environment.
- **Brand vulnerabilities:** Weaknesses that will be exposed to threats in the new country's environment.
- **Opportunity assessment:** Market attractiveness for this brand in the new host country.

**Macro environment:** the set of conditions that exist in the economy as a whole, rather than in a particular sector or region.

- **Economic-Geographic environment:** climate, natural resources, topography, GDP, inflation, interest rates, currency value (exchange rates), personal income, etc.
- **Social-Cultural environment:** religion, languages, beliefs, customs and habits, demographic trends, etc.
- **Political-Legal environment:** laws, government agencies, tariffs and other taxes, foreign exchange controls, ownership restrictions, etc.

**Micro environment:** the environment which is in direct contact with the company and affects the routine activities of business straight away.

**Core issues:**

- **Challenges:** Inherent characteristics of the new market that make it difficult for the entry of the brand.
- **Threats:** Possible difficulties the brand may face when entering the market/ country in the future.
- **Vulnerabilities:** Weaknesses that will be exposed to threats in the new country's environment.

**Suggestions:**

- **Standardization:** the practice of ensuring consistent products, marketing, or branding elements across all markets that the company expands to, which aims to maintain a universal brand experience, minimize variation costs and difficulties.
- **Adaptation:** the art of tailoring different branding and marketing implementation aspects to the specific needs of the local markets, with an aim to improve consumer experience and build stronger brand equity in the new market.