

C. DETAILED GUIDELINE

Notes & tips for choosing brand and country:

- *For brand*
 - + NOT from the BANNED list
 - + Information and data of that company/ brand are easy to find on the Internet (Not too famous, but not too small or start-up)
 - + Should be in the industry that the brand's home country is famous for (e.g.: Vietnam is famous for the textile industry => Vietnamese clothing brands can take advantage of the **Country of origin (COO) effect**)
 - + NOT likely to use the strategy of export (Internationalization) because:
 - Internationalization strategy needs low local responsiveness and low global integration => difficult for the (adaptation & standardization) suggestion part below.
 - Internationalization also needs low investment => Brands are not likely to do a full brand launch (Asm 3)
- *For country*
 - + Choose the country in which the chosen brand hasn't been launched
 - + Research and pick the country that your brand can survive and compete in (e.g.: The US or Canada are not suitable Pizza 4P's to expand to as these markets have been oversaturated with other pizza brands)
 - + NOT your home country (e.g.: Don't choose Vietnam if you are Vietnamese)

I/ Introduction

Tips to have a good introduction part:

- **Cleaning the data after collecting:** You only need to state the information that is highly relevant to the assignment topic as well as to be mentioned/ used in your work below.

- **From General to Specific:** Although this is a slide report (which is less strict in the format and order of information displayed), the flow of giving information from general to specific is still preferred for a clearer and more logical introduction (e.g.: Company => Brand => Specific environment/ conditions)

Suggested flow & information to include:

1. **Company and some key facts** (name, establishment, industry, products/ product lines, etc.)

E.g.: Established in 1892, Coca-Cola is one of the world's largest and most recognized beverage companies with its headquarters in Atlanta, Georgia, USA. The Coca-Cola Company was not founded by a single individual, but its origins can be traced back to a pharmacist named John S. Pemberton.

=> Overall, this short introduction summarizes several key facts about the Coca-Cola company. However, it seems that the information about the headquarters' location and the founder of the company (highlighted RED) are redundant as these will not be used in analysis parts below.

=> Moreover, this introduction is lacking information about its major industries or products/ product lines, etc. This will cost a large amount of points because these all are important information to support the analysis and suggestion parts below. (Suggested addition is highlighted in GREEN).

E.g 1.: Established in 1892, Coca-Cola is one of the world's largest and most recognized beverage companies specifically offering a wide range of carbonated soft drinks under famous brands, namely, Coca-Cola, Diet Coke, Fanta, Sprite, etc.

E.g 2: Phở 10 Lý Quốc Sư is a cherished and time-honored family-owned Pho establishment nestled in Hanoi's heart. Founded in 1987 by Mr. Nguyen Thi Lien, this culinary gem has remained dedicated to preserving and sharing the rich traditions of Pho

culture (Phở 10 Lý Quốc Sư n.d.). ““Phở is a special gift from Hanoi, not exclusive to Hanoi alone, but it is because only in Hanoi does it taste truly delicious.” - Hà Nội ba sáu phố phường (Hanoi's Thirty-Six Old Streets and Wards) by Thạch Lam. It has garnered acclaim for its signature creation: Phở bò sốt vang (Pho with a wine-based sauce). Following its resounding success in Vietnam, Phở 10 Lý Quốc Sư has expanded its culinary excellence to international shores, enchanting palates in countries like Montreal (Canada), Australia and recently gained a certificate of trade mark registration in Australia after one year of litigation.



2. Specific brand of focus (brand's role in the portfolio, growth, positioning, mission or purpose/core values etc.)

- Identify the brand's role in the portfolio (Flanker brand/ Cash cow brand/ Entry-level brand/ Prestige brand)
- Summarize its growth (preferably in numerical data such as number of stores/ branches, ranking, etc.)

- Mention the positioning, mission, purpose/ core values of the brand for not only introduction but later use in the competitor analysis (Most of this information is often found on the brand's official website and social accounts).

E.g.: This is a good example for the brand description by answering all the requirements above:

- Coca-Cola, the iconic leader in the beverage industry, serves as a cash cow brand within the Coca-Cola company's extensive portfolio.
- Through years, Coca-Cola has achieved unparalleled global growth, present in over 200 countries and territories and boasting an impressive lineup of 2,800 products.
- It upholds a mission to inspire happiness and optimism while refreshing the world, driven by core values of quality, responsibility, and integrity.

3. Overall assessment

- **Leverageable strengths** => Answer the question “What strengths can be useful in the new country's environments?”
- **Brand vulnerabilities** => Answer the question “What weaknesses will be exposed to threats in the new country's environments?”
 - + Tips: Consider the brand's strengths/weaknesses regarding its marketing mix (7Ps: Product, Price, Place, Promotion, People, Process, and Physical evidence)
 - + Remember to conclude how these strengths/ weaknesses potentially benefit/ harm the brand.

E.g 1.: L'angfarm has little experience with foreign markets as it has only presented in big cities in Vietnam => Without proper preparation and understanding of the international market, it can be exposed to multiple unforeseen challenges.

E.g 2: Pho 10 Ly Quoc Su faced criticism due to a high price of 80,000VND per bowl, many people still favor it due to its high quality ([Phở Thìn và những hàng phở đắt giá](#))

[nhưng vẫn đông khách](#)); since people usually perceive higher price good as higher quality ([Consumers rely on price to determine quality of products | ScienceDaily](#)). Furthermore, there is a common issue in which there are various fake Pho 10 stores, which have a considerably bad impact on the brand's reputation ([Source](#)). When evaluating Pho 10's pricing and the overall dining experience, it becomes evident that the brand positions itself as a premium Pho provider, emphasizing a value proposition of "preserving the richness of Hanoi's tradition". This positioning caters to a middle-class clientele aged 28 to 65, who hold a deep appreciation for traditional cuisine. Additionally, Pho 10 has a focus on attracting foreign patrons with an interest in exploring diverse cultural and culinary experiences, aligning with their passion for multinational cuisine and cultural richness.

- **Opportunity assessment** => Answer the question "What are the rationales for considering this country to launch your brand?"
 - + Based on your choice of country above, state some significant attractiveness of that market to your chosen brand. (You can choose 1 significant data for each aspect: Economic-Geographic environment, Social-Cultural environment, Political-Legal environment)
 - + Tips: You can do this part after finishing the Macro environment analysis below.

E.g.: The close geographical distance between home and host countries with convenient means of transportation can save enormous logistic costs.

E.g Pho Thin has achieved significant success in its domestic market, and Vietnamese pho enjoys international acclaim. Given this, there is a compelling case for the company to explore expansion into new markets, including . This unique heritage and culinary distinction offer Pho Thin a distinct competitive edge when venturing into the Canadian market, even in the presence of existing Pho restaurants.

II/ Macro environment analysis

Notes for good marks:

- **Well-related factual** information => You don't need to provide an abundance of data. Just some but they need to be RELEVANT & CONCISE.
- **Clear sources** for validation of those facts => Data is taken from brand's official sources, governmental sources, library or industry's famous data firms (Statista, Euromonitor, The World Bank, etc.)
- **Analysis on how those facts can impact the marketing (branding) decision** => It is also important that you show how the data you gathered support your analysis and conclusion.
- **Recent sources** (no more than 5 years)

Considerations for research: Please note that these are just recommendations. You can freely add on or exclude any aspect. Just make sure they are closely related to the brand/ its product categories/ its industry.

1. Economic-Geographic environment

a. Geographic factors:

- Climate/ temperature: Averagely high or low? Rainfall? Humidity?
- Natural resources: Rich or limited?
- Geographic distance to home country: Near or far?
- Topography: Mountainous or plain? Rural or urban?

E.g.: High temperatures and abundant rainfall in Singapore are unfavorable for agricultural activities, which makes this country highly dependent on importation for agricultural products. => Beneficial for foreign brands selling agricultural products like L'angfarm.

- **BLUE text:** Some geographic characteristics of Singapore
- **ORANGE text:** How these characteristics benefit the brand, affecting its launching decision.

b. Major products:

- Major industries (e.g.: Food & Beverage industry): Current output? Sales? Import/ Export values?
- Related specific markets (e.g.: Tea market): Revenue? Annual growth?

=> Just focus on some related industries/ markets. Do not cover all types of non-related industries.

E.g: Canada boasts a competitive advantage in the beef production industry, a crucial component of pho. According to the Canadian Cattlemen's Association (CCA, n.d.), Canada exports more than 45% of its annual beef and cattle, solidifying its position as one of the world's major red meat exporters. This abundant beef supply presents a valuable opportunity for Pho Thin as it expands its operations within Canada.

c. Current economic conditions:

- GDP/ GDP growth rate/ GDP per capita?
- Inflation? Interest rates?
- Currency value (exchange rates)?
- Personal disposable income? Unemployment rate?
- Foreign investment?

E.g.: With the 2nd highest GDP per capita in the world and an increasing personal disposable income, Singapore appears as a country with relatively strong purchasing power. => Attractive market for businesses.

E.g: Canada's the 9th largest economy globally (World Data n.d.).

GDP of \$1.64 trillion and a GNI of \$1.75 trillion () in 2020 (Data Commons n.d.)

The middle class, with incomes ranging from \$50,000 to around \$100,000, comprises 15.75% of Canadians and tends to grow (Najdenovska 2022).

→ Prosperous market

Infrastructure: Availability of

- Transportation system: Road & Highways? Rivers & Sea ports?
- Communication systems?

E.g: The country's well-developed rail freight and two transcontinental networks (Government of Canada n.d.) in terms of materials import, transportation, and company formation.

2. Social-Cultural environment

a. Demographic trends:

- Population size? Target population size? Growth?
- Gender distribution?
- Birth rate? Life expectancy?
- Adult literacy rate?

E.g.: Millennials accounted for a large percentage (22.9%) of the total population, which seems attractive for L'angfarm which mainly targets Millennial urban citizens.

b. Cultural analysis:

- Language? Customs? Traditions and Beliefs?
- Buying behaviors in related sectors?
- Country-of-origin (COO) effect

E.g: Consumers, particularly millennials, show a preference for premium products or items that offer excellent value for their money. => L'angfarm, with its strong emphasis on product quality and sophisticated packaging, is poised to capture the favorable attention of this segment.

c. Social institutions analysis:

- Family?
- Religious institution?

E.g.: Chinese and Indian Singaporean households frequently have collectivist traditions that prioritize family. Malay Singaporeans, on the other hand, have a far more individualistic worldview. => When selecting locations for offline storefronts or marketing/branding efforts, businesses must carefully consider adaptation.

d. Informal trade barrier:

- Communication styles? (E.g.: People in different countries have different communication styles and etiquettes).
- Negotiation tactics?

3. Political-Legal environment

a. Government and politics: (Tips: looking at Worldwide Governance Indicators of The World Bank)

- Type of government? (Who leads?) Recent political developments?
- Political stability? (High or not?)
- Political and trade relationships between the host country and the home country?

b. Formal trade barriers:

- Tariff/ Tariff rate?
- Foreign exchange control/ ownership restriction?

E.g.: Imported food and agricultural products entering Singapore are not subject to any quotas or tariffs. => Advantageous for foreign enterprises like L'angfarm to minimize their export costs.

c. Promoting global business analysis:

- Tax incentives?
- Attractive environment? (What is the country's Economic freedom score? Ease of doing business rank?)

d. Legal environment:

- Intellectual property rights protection and regulation (Are intellectual property rights protected and respected?)
- Regulatory environment? (Any specific rules/ laws for your brand product category?)

E.g.: In Singapore, property rights are greatly respected and safeguarded by a national authority under the Ministry of Law. => Transparent law enforcement helps firms prevent piracy and unfair competition.

III/ Micro environment analysis: Competitor analysis

Notes when choosing competitor:

- **Research** on the **current top 3-5 competitors** in this particular country market (State the names and brief introduction about these top 3-5 competitors).
- **Choose one** competitor among the top 3-5 above for further comparisons (it should be different from the competitor identified by your teammates in the other market for the brand).
- Justify the **reason why** you **choose this competitor for** your individual **benchmarking** for effective branding (**Tips:** it could be the biggest competitor, or it could be a competitor of a similar size to your company, or other relevant reasons => You can draw a positioning map to better clarify your choice).

Considerations for research:

Based on **holistic brand identity** as learnt in Topic 8 => **Compare and contrast** your brand with the competitor brand and analyze the **strengths and weaknesses** of your brand identity components as above compared to your competitor brand.

- Brand core
 - + Values/purpose/mission/DNA/essence
 - + Tips: Find these on the brand's official website and social accounts or its published documents.
- Brand positioning strategy
 - + Target market segments, product categories, points of differentiation, competitive resources (reasons to believe)

- + Tips: Observe the products offered and find these from the brand's official website/ blogs.
- Brand visual identity
 - + Logo, color palette, font and typology, imagery and photos
 - + Tips: Based on the designs/ images on the official website and social media accounts.
- Brand voice and tones
 - + Tips: Based on all published content on the official website and social media accounts.

=> Remember to conclude by stating the strengths and weaknesses.

IV/ Evaluation

a. Core issues:

- **Challenges:**
 - + Answering the question “What inherent characteristics of the new market that make it difficult for the entry of the brand?”
 - + Tips: Based on the Macro environment analysis above.
- **Threats:**
 - + Answering the question “What are possible difficulties the brand may face when entering the market/ country in the future?”
 - + Tips: Based on both the Macro environment and Micro environment (Competitor) analysis above.
- **Vulnerabilities:**
 - + Answering the question “What brand's weaknesses will be exposed to threats in the new country's environment?”
 - + Tips: Based on both the Introduction (Overall assessment) and Macro environment analysis above.

E.g: **Threat:** Strong competition in the Singapore market, with the rise of major names from both native and foreign origins, may pose a challenge to L'angfarm.

b. Standardization suggestions:

- Propose **2 standardizations**
- Tips: Considering aspects in the Marketing mix 7Ps (product, price, etc.) or Holistic brand identity (target customer segment, branding elements etc.) with evidence from both Macro & Micro environment analysis above.
- Use 1-2 sentences to state the suggestion and rationales for it (You can also briefly state how this suggestion can help benefit the brand in the future).

E.g:

To maintain the distinctive Phở flavor, it's advisable to adhere to the original recipe, ensuring consistent quality across all outlets.

Phở 10 can leverage its premium image and establish a unified value proposition of “preserving the richness of Hanoi's tradition”, offering premium & original-taste products at a higher price point.

→ Target audience: quality-conscious middle-class customers who prioritize the authenticity and taste of Phở, adopting a premium pricing strategy is well-suited.

→ This approach aligns with Phở 10's commitment to delivering an exceptional and authentic Phở dining experience.

c. Adaptation suggestions:

- Propose **3 adaptations**
- Tips: Considering aspects in the Marketing mix 7Ps (product, price, etc.) or Holistic brand identity (target customer segment, branding elements etc.) with evidence from both Macro & Micro environment analysis above.
- Use 1-2 sentences to state each suggestion and rationales for it (You can also briefly state how this suggestion can help benefit the brand in the future).

E.g.: **Adaptation:** To penetrate the Singapore market, L'angfarm must certainly incorporate English into its marketing features, as Vietnamese is not a prominent language spoken there. Not only should product names and labels be translated into English, but so should the official website.

E.g: Pho 10 should double the size of a dish, since the portion of food eaten by Western people is usually considerably larger than Vietnam people.

- **BLUE text:** Information from the Macro environment analysis (Cultural analysis).
- **ORANGE text:** Suggestions for change.