Joseph Randolph Jr

IndM 5020 International Tech Mgt

Graduate Research Paper Outline

1. Title
   1. Name of research paper.
2. Abstract
   1. Brief summary of research paper.
3. Table of Contents
4. Introduction
   1. Introduction of my company
   2. Description of my company
      1. Name, history, mission, goals, values, etc
   3. Overview of the problem.
   4. Importance/Significance of the problem.
   5. Thesis statement.
5. Body
   1. Description of your selected product/service
      1. Identify computer hardware and software
      2. Describe computer hardware and software
   2. Reasons for international expansion
      1. Company Growth, sales, profits, employees, job security
      2. Staying competitive
      3. Continue Innovation
      4. Cost effectiveness
   3. Strategy to be used and why?
      1. Define business plan/strategy
      2. Advantages compared to other strategies
      3. Disadvantages compared to other strategies
   4. Process of Expanding Overseas
      1. Who will be the responsible person/department in your company?
         1. Why you chose this group of people?
      2. Who to contact overseas?
         1. Foreign distributor? Alliance? Joint Venture?
         2. Maybe financing
      3. How to transport and why
         1. Which methods: Road, ails, air, by sea, imports, exports, customs, etc
         2. Compare all methods found
      4. Which government agencies will you need to go through?
      5. List government regulations
         1. Shipping, labeling of package, pricing, limitations, etc
      6. How to set the selling price and why?
      7. If you can use a facility overseas, how are you going to manage?
      8. What marketing and technological tools use in promoting your product/service?
         1. List out tools used
         2. Compare tools
         3. Why you chose the tools you did
6. Conclusion
   1. Restate the significance of the issue.
   2. Solution to the issue.
   3. Reword thesis statement.
7. References and Citations
   1. List of references and citations.