
MEMORANDUM

TO: DANIELLE STAMBLER

CC: OFFICE OF INTERNATIONAL AFFAIRS

FROM: LYDIA ROSE

SUBJECT: WRIT 3562W REPORT PROPOSAL

DATE: OCTOBER 25, 2019

Introduction

For this report, I would like to explore international business relationships. Specifically, I would like to discuss how U.S. companies can become more consistently effective in their international business relationships.

I am currently studying Technical Writing and Communication with a minor in Japanese and in the future, I see myself working on international business relations between U.S. and Japanese companies. Because of the large cultural differences between these two countries, many U.S. companies find it very difficult to work with Japanese companies and that is without even mentioning the language barrier.

The Situation as it Stands

Communication is key in any business relationship but add in some cultural and language barriers into the mix and things can get a little muddy. Oftentimes U.S. companies look to the global market to substantiate themselves, but this is easier said than done and many U.S. companies have had significant financial and reputational losses as a result of poor planning in the regard. In this report, I will be speaking as a part of a U.S. IT company looking to begin expanding their market globally and giving them instructions for how to move forward with their plans.

Project Plan

For this project, I first plan to do research into what other companies have done successfully and unsuccessfully in the past in regard to international endeavors while also looking into what experts believe to be the best practices in the field. Upon finding substantial evidence, I will compile my findings into a five-page report which will be submitted to you by Friday, November 22. For a further breakdown of my plans see Table 1.

For this project I will be interviewing Dr. Rachel Presley who is an assistant professor of rhetorical studies at the University of Minnesota. I will be talking with her about her experiences with and her understanding of intercultural communication and her perspective on how it impacts international business relations. Dr. Presley has a strong interest in intercultural communications and, I believe, she has many insights on cultural literacy in international business.

Benefits of this Project

This project will help to establish new ways of dealing with international business relationships. While it may not solve all of the problems that may arise in these circumstances, it will certainly make points about steps companies can take to make their international relationships thrive.

Project Timeline

In Table 1 you will find that I have put together a schedule detailing my plan for how to complete this project. Some adjustments may be needed, but I plan to follow this schedule as closely as possible throughout the entire process.

Table 1. Project Schedule

Activity	Date
Collect Research/Solidify Sources	Now – November 1
Draft introduction and methods	Now – November 1
Draft results, discussion, and conclusion	November 1 – November 15
Revise report	November 15 – November 18
Compose and compile front and back matter	November 18 – November 22
Submit final report	November 22

Conclusion

While I am nervous about the expansive nature of this project, I am looking forward to seeing what I can learn about international business and ways that U.S. businesses can become more successful in this area. I believe this project will help me to better understand how international businesses function and how the overall process can be improved. If you have any concerns, suggestions, or general feedback, please contact me at rosex629@umn.edu.

Appendix

To date, I have found seven sources that I believe will be helpful in my study of this topic though I may need to make a few changes to this list as I get further along in my research.

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3. Groth, A. (2011, November 4). Best Buy's Overseas Strategy is Failing in Europe and China. Business Insider. Retrieved from <https://www.businessinsider.com/best-buy-europe-2011-11>.
4. Johnson, J., Lenartowicz, T. & Apud, S. (2006). Cross-cultural competence in international business: toward a definition and a model. *Journal of International Business Studies*, 37(iv), 525-543. <https://doi.org/10.1057/palgrave.jibs.8400205>.
5. Landler, M. (2006, August 2). Wal-Mart Finds That Its Formula Doesn't Fit Every Culture. New York Times. Retrieved from <https://www.nytimes.com/2006/08/02/business/worldbusiness/02walmart.html?pagewanted=all&mtrref=undefined&gwh=FD974E98C7ED9F10C82047BCFD0B245C&gwt=pay&assetType=REGIWALL>.
6. Mercer, P. (2008, August 4). Shunned Starbucks in Aussie Exit. BBC. Retrieved from <http://news.bbc.co.uk/2/hi/7540480.stm>.
7. Sawai, K. (2019, October). Corporate Roundtable with Sawai Pharmaceutical Co., Ltd. *Corporate Roundtable with Sawai Pharmaceutical Co., Ltd.* Talk presented at Upsher-Smith Laboratories, LLC., Maple Grove, MN.
8. Sawai Pharmaceutical to Acquire Upsher-Smith Laboratories U.S. Generics Business. (2017, April 20). Retrieved from <https://www.centerwatch.com/news-online/2017/04/20/sawai-pharmaceutical-acquire-upsher-smith-laboratories-u-s-generics-business/>.
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