FINAL INQUIRY BUSINESS PROJECT AND PRESENTATION

**Purpose:**

The purpose of the final project is to provide the students with an opportunity to apply marketing, communication, analytical, time-management and organizational skills to a written proposal for an existing product or service to be placed in a foreign country.

**Overview:**

A Canadian company wishes to expand its business abroad. You have been hired as a consultant to explore the potential of the company expanding internationally. You will carry out a thorough analysis for your client and develop a detailed business plan. In addition, you will present the business plan to the client.

**Procedure:**

The project consists of two major parts: the written document and the oral presentation. The written document is worth 80% and the oral presentation is worth 20%.

The project is to be done individually.

A timeline is to be developed, and followed.

If the deadlines are not met, no proofreading will occur.

The oral presentation must be a **minimum** of 25 minutes and include a visual aid.

**Format of the Written Document**

Your written document must follow these specifications:

The first page of your written document must be the title page.

The title page must include:

Name of the Business

Logo of the Business

Name of the Country

Date of the Presentation

The Table of Contents should follow the title page and be single-spaced

The body of the written document should follow the outline given below.

All charts, maps, pictures, graphs are to be included in the appendix.

Proper MLA format (including embedded citations) is to be used.

**1. Executive Summary**

Two page single-spaced description of the project.

**2. General Information**

**General information about a country provides potential investors with a starting point to begin learning about a foreign nation.**

* A brief overview of the existing business (product line/services offered, owners, locations, annual sales number of employees, how long they have been in business, size of the business, type of ownership)
* An in-depth history of the existing business (a timeline of history including: parent companies, sales, how it started, growth figures)
* Brief overview of current political/social/environmental situation/challenges
* Geographic location including map
* Natural hazards and environmental issues
* National population and growth rate
* Capital city and major cities including populations
* Major ethnic groups/religions/languages spoken
* General assessment of communication systems (internet, telephone etc.)
* Total kilometres of railways, roadways and waterways and airports
* Time zones
* Highlight key issues that may impact your business
* Appendix should include: pictures of product line/ service, maps, flags, charts re: statistics

**3. Political and Economic Situation**

**A country’s economic and political structure tells potential investors much about a country. For example, is the government corrupt, how strong is the economy?**

* Identify type of economy (mixed, market etc,)
* In detail discuss the following: GDP, GDP per capita, GPD growth rate, inflation rate, currency, natural resources, unemployment rate, domestic currency, stability of the economy, tax system, average household income, level of foreign investment, (agreements that are in place regarding foreign investment)
* Classification of Economic Development (developed, developing etc.)
* Recent economic events in the country
* Compare statistics to Canada
* Discuss the impact of economic situation on your business
* Discuss current political situation in the country (use current news and include political stability, political leader, type of political system, major political parties)
* Level of political corruption or transparency (Corruption Perceptions Index)
* Discuss political issues affecting the business climate and international trade
* Discuss the potential impact on your business
* Appendix could include charts of economic indicators, hierarchy of branches of government

**4. International Information**

**A country’s global participation impacts the overall success of an international expansion.**

* Discuss the trade agreements between Canada and your country
* Discuss membership of international organizations (WTO, World Bank, IMF) (Note comment on at least two)
* Roles in international organizations
* Discuss any trade barriers such as tariffs, quotas and embargoes that may impact your business
* Appendix could include lists of country membership of WTO

**5. Cultural Information**

**One main reason for failure when expanding internationally includes the ignorance or disregard of a foreign nation’s cultural norms. Potential investors must study the culture of a foreign country in order to gain insight into that nation, its customers, citizens, and how business is conducted.**

* Language
* Food, clothing
* Major national holidays and ceremonies/customs
* Business etiquette (greetings, gift giving, attire etc.)
* How will these differences impact your business?
* Appendix could include photos depicting holidays

**6. Employment Situation**

**When staffing an international company, it is imperative that the potential investors have a complete understanding of the needs and rights of the potential employees**

* Size and typical occupation of the country
* Minimum wage, labour force by occupation/sector
* Education statistics (post secondary)
* Labour laws/child labour laws
* Work place safety
* Holidays
* Role of rights and women in society
* How will this impact your business
* Appendix could include charts, graphs to summarize statistics

**7. Marketing Information -4 Ps**

**Effective marketing often constitutes the difference between success and failure when entering a new market. A complete and effective marketing mix addresses any potential marketing challenges.**

* Primary and secondary market research questions that must be answered.
* Methods used to find the answers to these questions (including constructing a likert scale survey with at least 8 statements and 4 demographic questions)
* 4 Ps Product considerations including taste and ingredient preferences, product features, product quality, product benefits, packaging and labelling (laws regarding packaging and labelling)
* Appendix could include pictures of product line with changes, a “brochure of the services” offered (can use existing one)
* 4 Ps Place considerations including potential use of e-distribution, branch plants, franchising, find a potential space to rent include the price, description of the external and internal space (be specific including colour schemes, themes, layouts)
* Appendix could include detailed Google map, photos of existing store front space, colour chart, actual layout of the retail space
* 4 Ps Pricing considerations including: prices of products of current product/service, factors that will impact the price of your product (import taxes, duties, currency, transportation costs competitors)
* Determine a price or a price range for your product
* Appendix could include a breakdown of price per unit
* 4Ps Promotion considerations including potential multimedia advertising campaigns, free publicity strategies, public relations campaigns and strategic sales promotions, media availability and costs
* Appendix will include samples of advertising

**8. Marketing Information – 2 Cs**

**Understanding your potential consumers and competition is equally important for success.**

* 2 Cs Consumer considerations including domestic target market demographic and psychographic determinations, local cultural norms and spending patterns
* 2 Cs Competition considerations including direct and indirect competition (at least 2-3 main competitors), explain how you will compete (price, product, service, location, advertising)
* Appendix could include photos of actual competition, statistics

**9. Recommendations and Conclusion**

* In this final section, you are to consider all of the information that you have gathered in order to provide an argument as to why the company that you have provided your consulting service to should expand internationally. Your argument should demonstrate the knowledge and understanding of international business you have gained throughout the course. It is important that you address the cultural obstacles that the company could potentially face but offer solutions to help overcome such challenges.

**10. Bibliography**

* Needs to be in proper MLA format

**11. Appendix**

* Needs to be referenced throughout the project
* Include maps, survey, photos, sample promotional material, charts and graphs

**12. Presentation**

* Must be a minimum of 25 minutes and a maximum of 40 minutes
* Present your project using PowerPoint
* You may refer to your written notes during your presentation
* Use your appendix to build your visuals