

# Netflix report

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## Contents

Contents.....	ii
1	
1.0 Introduction .....	1
2.0 Task 1: The External and Internal Environment .....	1
2.1 External Environment Analysis .....	1
2.1.1 Pestle analysis .....	1
2.1.2 Porter's Five Forces .....	4
1	
2.2 Internal Environment Analysis .....	4
2.2.1 Value chain analysis .....	4
2.2.2 Resource-Based View.....	5
3.0 Task 2: Strategy in the Global Environment.....	6
3.1 Motives for International Expansion:.....	6
3.2 Strategic Options for Internationalization:.....	7
3.3 Entry Strategies: .....	7
4.0 Task 3: Corporate Strategy .....	8
4.1 Improving Global Supply Chain: .....	8
4.1.1 Horizontal Integration:.....	8
4.1.2 Vertical Integration: .....	8
4.1.3 Outsourcing Non-Core Activities: .....	9



4.2 Increasing Profitability:.....	9
3 4.2.1 Stars:.....	9
4.2.2 Cash Cows: .....	9
4.2.3 Question Marks:.....	9
4.2.4 Dogs:.....	10
5.0 Task 4: Strategic Purpose – Ethics and CSR.....	10
5.1 CSR .....	10
5.2 Ethics.....	11
5.2.1 Content Ethics:.....	11
5.2.2 Data Privacy Ethics: .....	11
6.0 Conclusion .....	12
7.0 References .....	13



## 1.0 Introduction

The purpose of this report, which was commissioned by the CEO of Netflix Inc., is to conduct a strategic analysis of the company's development into Europe, Africa, the Middle East, and Asia. Netflix, a prominent contender in the streaming sector since its establishment in 1997, has been a transformative influence on the way people consume media. It has evolved from a DVD rental service to a dominant global streaming giant (Campisi, 2020). The company's success is built on its subscription-based business model, which is further enhanced via licensing agreements, retail sales, and strategic alliances (Lotz, 2020). Netflix has exhibited sustained market growth and confidence, as evidenced by its shareholders, which include prominent institutional investors such as Vanguard Group and BlackRock (Dell'erba, 2023).

Netflix unveiled its intention to broaden its reach by entering more than 20 additional nations in April 2023, so expanding its worldwide market footprint to surpass 200 countries (Stoll, 2023). Netflix's expansion plan aims to not only increase its geographical presence but also strengthen its connections by providing localised content that appeals to varied consumers. This approach reflects Netflix's dedication to promoting inclusivity and diversity in the entertainment industry (Smith et al., 2023).

This report employs a range of strategic management tools to assess the external and internal factors affecting Netflix. It also investigates potential strategies for expanding internationally, suggests corporate strategies to improve global supply chains and profitability, and evaluates Netflix's approach to ethics and Corporate Social Responsibility (CSR).

## 2.0 Task 1: The External and Internal Environment

### 2.1 External Environment Analysis

#### 2.1.1 Pestle analysis

- **Political Factors:** Netflix operates on a global scale and must negotiate through different political environments, which include distinct regulations and censorship laws that have a substantial impact on the availability of content (Glick, 2022).



Netflix must customize its offers according to the standards and regulations of each country. The corporation must also conform to varying taxation laws and adhere to local data privacy rules such as the General Data Protection Regulation (GDPR) in Europe (Richards and Hartzog, 2019). Furthermore, Netflix's operations can be influenced by international relations and matters such as net neutrality. This is evident in situations where internet service providers may give priority or impose restrictions on online services (Hildebrandt and Wiewiorra, 2023).

- **Economic Factors:** The economic landscape significantly influences Netflix's strategic approach. Volatile currency exchange rates can have an impact on the company's revenue generated from several markets. The economic well-being of nations impacts the purchasing power of consumers, which in turn has an effect on the affordability of subscriptions (Geovanny Genaro Reivan-Ortiz et al., 2023). During periods of economic recession, people may decrease their discretionary expenditure, which encompasses expenses on streaming services (Shafer et al., 2022).
  - **Sociocultural Factors:** Netflix's content strategy is significantly shaped by sociocultural forces. Netflix must tailor its content catalogue to align with cultural preferences, which vary across different areas, as stated by Pajkovic (2021). Cultural sensitivities and taboos differ among many societies, thus requiring meticulous selection of information to prevent negative reactions. Furthermore, the changing societal standards, such as the attitudes towards LGBTQ+ rights or gender roles, have an impact on the preferences of viewers (Browne, 2019).
- Technological Factors:** Technology is a significant enabler for Netflix. The quality of internet infrastructure, including speed and dependability, is vital for a flawless streaming experience (Afzal et al., 2023). The ubiquity of devices compatible with Netflix, such as smartphones and smart TVs, influences the service's accessibility. Netflix is at the forefront of technological advancements in the streaming industry by investing in streaming technology, cloud services, and artificial intelligence (AI) for content recommendation. This strategic investment allows Netflix to keep its competitive advantage in a field that is constantly advancing technologically. (AI, 2023).



Figure 1: Pestle analysis

- **Legal Factors:** The legal aspects of Netflix's operations are crucial. The company must adeptly navigate diverse content regulations and censorship laws across multiple countries. It is crucial to guarantee adherence to copyright and intellectual property regulations, particularly given Netflix's significant investments in creating original content. Furthermore, Netflix's handling of user data is greatly influenced by data protection and privacy regulations, such as the General Data Protection Regulation (GDPR). Netflix's business model and operational strategies are also influenced by consumer protection laws, e-commerce, and digital taxation. The Strategy Story, 2023.
- **Environmental Factors:** Netflix is becoming more and more concerned with environmental factors. Data centers, such as those that support platforms like Netflix, have a substantial environmental impact due to their energy consumption. This encompasses factors related to the carbon emissions caused by a product or activity, as well as the secondary effects on electronic waste resulting from the disposal of outdated devices.



## 2.1.2 Porter's Five Forces

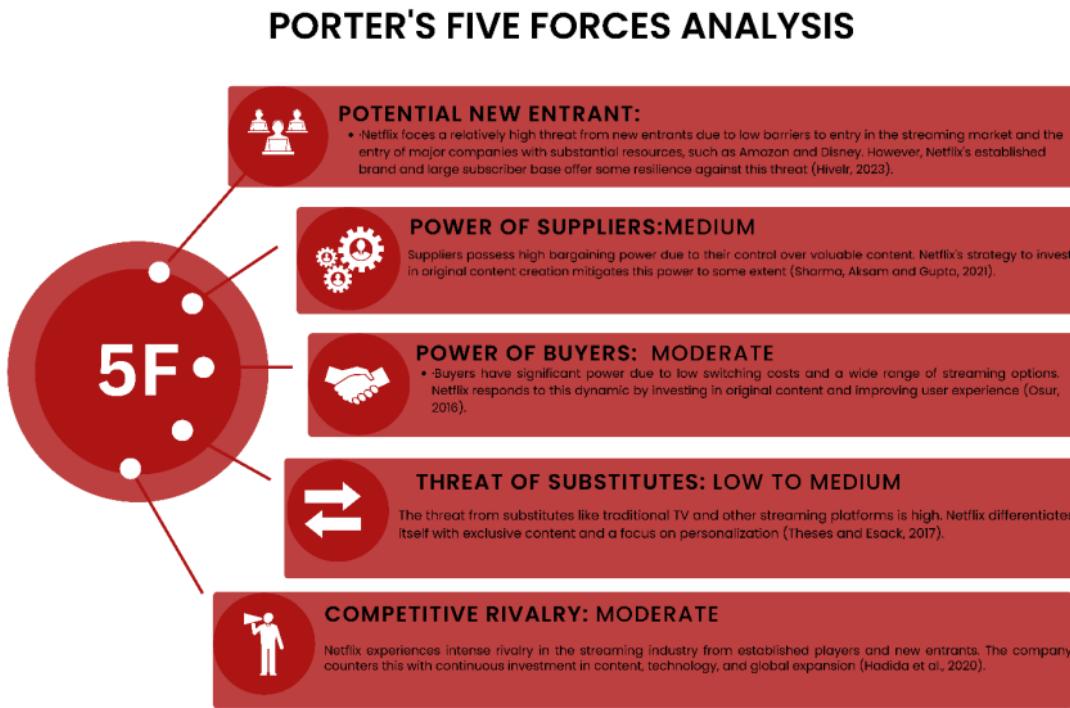


Figure 2: Porter's Five forces

These factors from Porter's Five Forces analysis indicate a highly competitive landscape for Netflix, necessitating continuous innovation and strategic adaptation.

## 2.2 Internal Environment Analysis

Bush (2019) defines internal analysis as the assessment of all organizational structures within a business. It enables the identification of both strengths and weaknesses, and evaluates the organization's resources, assets, competencies, capabilities, and competitive advantage. Bush in 2019.

### 2.2.1 Value chain analysis

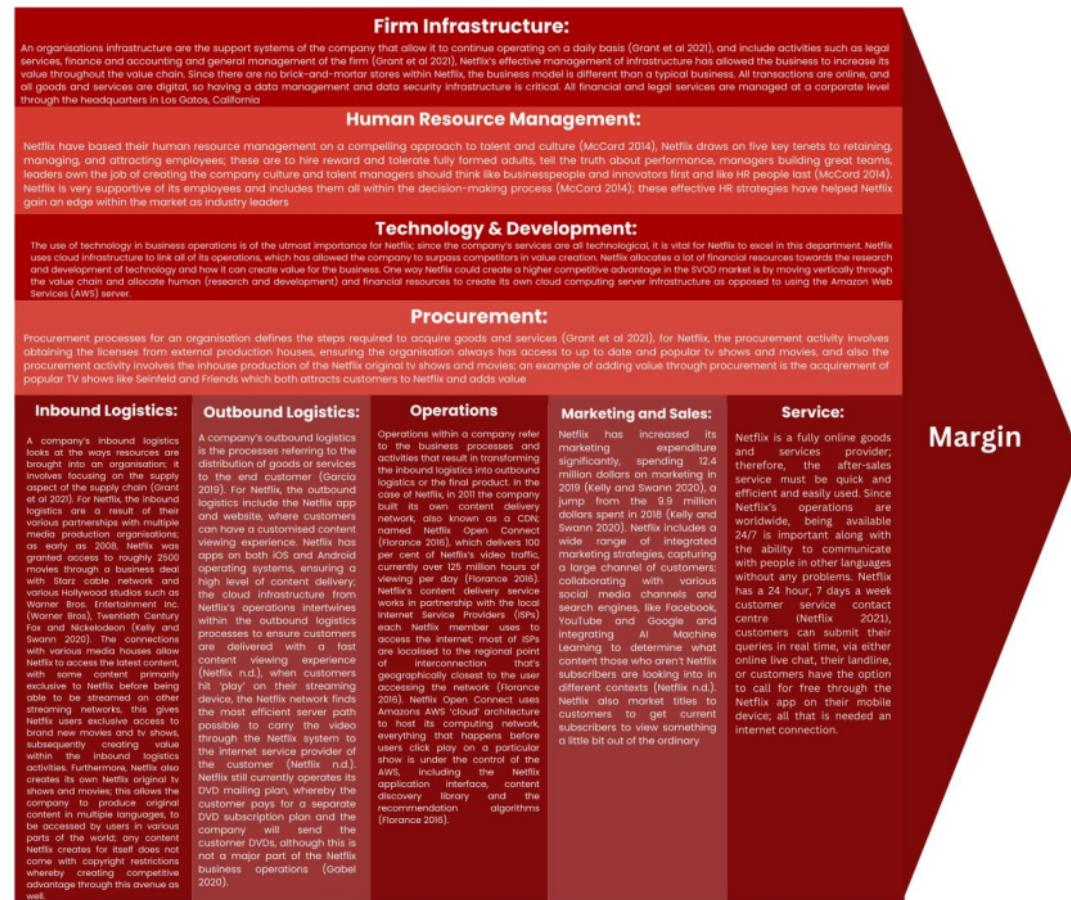
To gain a more comprehensive understanding of Netflix's potential sources of competitive advantage, it is crucial to analyze the company's organizational processes and identify



strategically critical activities (Simatupang, Piboonrungroj, & Williams, 2017).

## Porter's Value Chain Analysis

### SUPPORTIVE ACTIVITIES



### PRIMARY ACTIVITIES

Figure 3: Porter's Value chain Analysis

#### 2.2.2 Resource-Based View

The Resource-Based View (RBV) analysis of Netflix aims to uncover the internal resources and competencies of the organization that contribute to its long-lasting competitive advantage (Dr. Pankaj M. Madhani, 2009). Netflix has multiple fundamental strengths that meet the VRIO criteria, which stands for Value, Rarity, Imperfect Imitability, and Organisation (Pratap, 2020).



Netflix excels in its powerful brand, which is widely acknowledged as one of the most popular worldwide (Gregory, 2021). This brand functions as a valuable asset, drawing in and maintaining subscribers. Furthermore, Netflix's worldwide internet-based platform is a fundamental skill that is difficult to replicate because of its vast size and significant market penetration (Rancord Society, 2023). This platform guarantees the efficiency of Netflix's value chain in providing its streaming service to a vast number of subscribers.

Netflix's VRIO core competences, as analyzed through the VRIN (Value, Rarity, Imperfect Imitability, Non-substitutability) framework, meet the VRIN criteria, which includes non-substitutability (Rivera, 2019). For example, the value of the brand cannot be replaced by any substitute. Netflix's extensive content platform provides a significant long-term competitive edge due to the absence of any other comparable alternative on a worldwide level (Rancord Society, 2023). Moreover, Netflix's very successful value chain for producing original TV series and films is irreplaceable in terms of operational efficiency and efficacy in reaching online subscribers (Akter & Wamba, 2016).

### **3.0 Task 2: Strategy in the Global Environment**

Netflix's international expansion strategy is marked by a calculated effort to take advantage of factors driving globalization, alignment with the company's overall strategy, the utilization of strategic choices like market and product development, and the implementation of different entry strategies (Sadeghi, Aliasghar and Bouguerra, 2022). Netflix's implementation of this strategy has allowed the company to successfully create a robust worldwide presence and effectively serve a wide range of markets.

#### **3.1 Motives for International Expansion:**

Netflix's rationale for expanding internationally corresponds with Yip's Globalization Drivers, which classify the variables that propel global expansion. One of the main factors that influences the success of a business is "Market Drivers," which refers to the strategy of exploring and capitalizing on new market opportunities (Shahwan, 2019). Netflix's expansion into regions such as Europe, Asia, and the Middle East is motivated by the acknowledgment of the increasing demand for streaming services in these markets (Centuro Global, 2022). Netflix aims to acquire a substantial portion of these markets by utilizing its content library and technology infrastructure (Netflix, 2022).



Moreover, competitive drivers play a vital role in Netflix's strategy for expanding internationally. Netflix's market domination is threatened by formidable global competitors such as Amazon Prime Video and Disney+. In order to safeguard its position and sustain its competitive advantage, Netflix is venturing into global markets, guaranteeing its status as the favored option for viewers across the globe (Government of Canada, 2022).

### **3.2 Strategic Options for Internationalization:**

Netflix utilizes two primary strategic approaches for worldwide expansion: market development and product development (Acharya, 2022). Market development refers to expanding into new geographical markets with the present product, whereas product development involves generating content that is tailored to varied audiences in certain regions (Hitt et al., 2020).

Netflix's worldwide strategy places significant importance on market development. The corporation expands its market presence by providing access to its streaming platform and supplying its vast collection of content (Jain, 2017). By employing this method, Netflix is able to exploit the increasing worldwide demand for streaming services and attract fresh members.

Netflix efficiently utilizes product development as a strategic approach to effectively serve worldwide markets. It entails developing content that is tailored to certain regions and effectively connects with local audiences. Netflix created the widely watched Indian series "Sacred Games," which gained significant popularity among Indian viewers (Sharma, 2018). Netflix improves its attractiveness and significance in various areas by creating content that is customized for specific countries.

### **3.3 Entry Strategies:**

Netflix employs many entry techniques to establish its footprint in global markets. Three notable methods for entering a market include joint ventures, licensing agreements, and content collaborations (Hildebrand et al., 2019). Netflix employs these techniques to capitalise on regional knowledge, content repositories, and distribution infrastructures as it expands its global presence.



Joint ventures entail engaging in collaboration with local partners to effectively manage the intricacies of global marketplaces (Elo, 2009). Netflix collaborated with Indian production companies such as Phantom Films to jointly create content in India (Netflix, 2022). By collaborating with local partners, Netflix can leverage their expertise and insights to ensure that its content effectively connects with the intended audience (Netflix, 2022). By employing this approach, Netflix may rapidly broaden its collection of content in untapped regions and tailor it to suit the specific tastes and preferences of the local audience (Netflix, 2022).

Content agreements serve as a crucial approach for Netflix to enter new markets. In Japan, the business formed partnerships with local TV networks such as Fuji Television to distribute programming from Netflix in 2023. These collaborations allow Netflix to leverage established distribution channels and expand its reach to a broader audience.

## **4.0 Task 3: Corporate Strategy**

### **4.1 Improving Global Supply Chain:**

Netflix, as a prominent international streaming platform, must consistently enhance its supply chain to efficiently distribute content to a global audience (Chalaby and Plunkett, 2020). Various tactics can optimize its worldwide supply network:

#### ***4.1.1 Horizontal Integration:***

Netflix has intentionally bought production businesses such as Millarworld to enhance its capacity for content creation (Netflix, 2022). Netflix utilizes horizontal integration to gain control over many stages of the content supply chain, which guarantees a consistent flow of original material and decreases dependence on external collaborators (Clement et al., 2018).

#### ***4.1.2 Vertical Integration:***

Netflix has achieved vertical integration by encompassing the entire process of content generation, distribution, and streaming. Netflix's ownership of the whole content lifecycle, encompassing production to delivery, grants the company greater authority over its supply chain (nanselnanzip, 2023). This connection reduces latency and enhances the efficiency of delivering content to subscribers worldwide.



#### **4.1.3 Outsourcing Non-Core Activities:**

Netflix's primary focus is on content generation and distribution, which are essential to its company. However, non-essential tasks such as customer support can be delegated to specialised service providers. Outsourcing has the potential to result in reduced expenses and enhanced customer service. Abdelfattah (2018).

#### **4.2 Increasing Profitability:**

In order to increase profitability, Netflix might utilize the Boston Consulting Group (BCG) matrix to analyze and manage its content library. The BCG matrix categorizes products or services into four distinct groups: stars, cash cows, question marks, and dogs. Each category signifies distinct growth and market share attributes.

##### **4.2.1 Stars:**

These offerings have a strong potential for growth and hold a substantial portion of the market. Netflix ought to discern its flagship material, such as very popular shows like "Stranger Things," and persist in allocating resources towards advertising and broadening their reach (Netflix, 2022). For instance, leveraging the triumph of these celebrities can be achieved by creating more seasons and associated items.

##### **4.2.2 Cash Cows:**

Cash cows refer to content that has attained a commanding market share but exhibits relatively sluggish growth rates. Netflix's renowned shows, like "Friends" and "The Office," are considered part of this group (Netflix, 2022). The primary emphasis should be placed on preserving and optimizing the profits generated from these concerts by means of licensing agreements, item sales, and cross-promotional activities.

##### **4.2.3 Question Marks:**

Question marks symbolize products or services that have significant potential for growth but currently have a small market share. Netflix ought to discern auspicious shows or genres and allocate resources towards marketing and promotion in order to secure a greater portion of the audience (Netflix, 2022). Instances of this category may include newly created original content or foreign programs.



#### **4.2.4 Dogs:**

Dogs are satisfied with limited development prospects and a modest portion of the market. Netflix should contemplate gradually reducing or minimizing its investments in such programming (Netflix, 2022). The corporation can optimize its content portfolio by reallocating resources from underperforming shows.

Tangible instances demonstrate the efficacy of this method. "Stranger Things," a show produced by Netflix, consistently garners a significant worldwide viewership and generates large revenue from item sales (Netflix, 2022). Conversely, the renowned television series "Friends" might be classified as a lucrative asset, as Netflix acquired its rights for a substantial amount and continues to reap the rewards of its widespread appeal (Netflix, 2022).

### **5.0 Task 4: Strategic Purpose – Ethics and CSR**

#### **5.1 CSR**

Netflix's Corporate Social Responsibility (CSR) policy is comprehensive, including various dimensions including economic, legal, ethical, and philanthropic aspects. From an economic standpoint, Netflix's primary objective is to provide top-notch content while maximizing earnings for its stockholders. The corporation complies with several international norms and duties, maintaining legal adherence in all its operations (Onyusheva and Baker, 2021). Netflix actively upholds ethical principles by championing diversity and inclusion in the creation of content, hence cultivating responsible storytelling and representation. Netflix, in a philanthropic manner, participates in humanitarian endeavors by providing support to education and the arts (Netflix, 2020).

In order to augment its corporate social responsibility (CSR) endeavors, Netflix can contemplate various techniques. Firstly, it can enhance transparency in sustainability reporting, offering stakeholders thorough insights into its environmental and social consequences. Furthermore, Netflix may enhance its dedication to diminishing its ecological impact by harmonizing its operations with sustainable methodologies and advocating for energy efficiency. This is particularly crucial in the realm of digital streaming, as highlighted by Stewart (2021).



## 5.2 Ethics

Netflix encounters substantial ethical dilemmas with its content and data privacy protocols. These problems have ramifications for its accountability to both its audience and society at large.

### ***5.2.1 Content Ethics:***

Netflix faces significant ethical dilemmas with its content selection and the depiction of important subjects. The series "13 Reasons Why" sparked considerable controversy for its portrayal of suicide and associated themes (Daalmans et al., 2022). Detractors contend that such material has the capacity to exert a detrimental impact on susceptible audiences, potentially resulting in adverse tangible outcomes. This prompts inquiries on Netflix's ethical obligation as a purveyor of entertainment.

#### ***Solution - Responsible Content Handling:***

In order to tackle this problem, Netflix can implement a conscientious approach to managing content. It is necessary to establish explicit content warnings for sensitive subjects, particularly when the material is expected to have a significant emotional or psychological effect on viewers. In addition, the organization has the option to seek advice from specialists, such as mental health practitioners, in order to guarantee that the depiction of sensitive subjects adheres to known principles for conscientious narrative development (Wang, Yue and S. Divya, 2023).

### ***5.2.2 Data Privacy Ethics:***

Another notable ethical consideration pertains to the protection of data privacy. Netflix gathers and examines user data to suggest content and improve the user's experience. Nevertheless, this practice gives rise to apprehensions over the confidentiality and protection of user data, particularly in light of the growing occurrence of data breaches and the improper handling of personal information (Mayer et al., 2023).

#### ***Solution - Robust Data Protection:***

In order to tackle the difficulties related to data privacy, Netflix should give priority to implementing strong data protection mechanisms. This involves the implementation of cutting-edge encryption algorithms to protect user data from unauthorized access. In



addition, it is imperative for the organization to adhere strictly to data privacy requirements, such as the General Data Privacy Regulation (GDPR) in Europe.<sup>2</sup> By implementing this approach, Netflix can guarantee that user data is managed with meticulous attention and profound regard for individual privacy, in accordance with ethical standards concerning user consent and safeguarding.

## 6.0 Conclusion

To summarize, Netflix's expansion into Europe, Africa, the Middle East, and Asia offers substantial prospects for growth, capitalizing on its competitive strengths in content production, technology, and worldwide presence. Netflix can enhance its global domination by strategically aligning its internationalization operations with Yip's Globalization Drivers and implementing entrance techniques like joint ventures, licensing, and franchising. Furthermore, improving its worldwide supply chain by including horizontal and vertical integration, outsourcing, and strategic alliances will increase effectiveness and financial gain. Netflix must ethically tackle content-related difficulties by instituting responsible content management and prioritizing data protection in order to maintain customer confidence.

Netflix's approach to Corporate Social Responsibility (CSR) encompasses economic, legal, ethical, and philanthropic obligations. In order to enhance its corporate social responsibility (CSR), the company can enhance its level of transparency, minimize its impact on the environment, and ensure that its philanthropic efforts are aligned with topics relevant to its content. These improvements are in accordance with ethical ideals and philosophies, including accountability, environmental stewardship, and responsible philanthropy. Netflix can maintain its growth and influence in the worldwide streaming industry by handling these difficulties in an ethical and responsible manner, all while staying true to its social and ethical principles.



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# Netflix report

## ORIGINALITY REPORT



## PRIMARY SOURCES

- 1 Submitted to BPP College of Professional Studies Limited 5%  
Student Paper
- 2 www2.deloitte.com 1%  
Internet Source
- 3 Submitted to University of Newcastle 1%  
Student Paper

Exclude quotes Off

Exclude bibliography On

Exclude matches < 1%

# Netflix report

## GRADEMARK REPORT

FINAL GRADE

45 /100

GENERAL COMMENTS

### Task 1:

Evidence  
of application of PESTLE/Porter's 5 Forces analysis  
for external environment  
analysis. You should have used facts/figures to  
support your assertions.

Evidence  
of applying Porter's Value Chain/RBV/VRIO analysis  
for internal analysis however you could  
have strengthened with more facts/figures.

There is no detailed evidence of providing the  
source and on maintaining / building the  
competitive  
advantage.

### Task 2:

Application of Yip's framework was  
discussed around the motives for global entry  
strategies but could have been in more detail.  
Evidence of providing  
the modes of entry available to Netflix with slightly  
more in depth and recommendations regarding  
their  
overall global strategy.

### Task 3:

There is  
some evidence of analysing Netflix improvement  
strategy together with analysing  
its supply chain using horizontal integration,  
vertical integration,  
outsourcing etc.

Recommendations  
are provided however could be expanded.

#### **Task 4:**

There is evidence of providing Netflix's CSR strategy through Carroll's framework. Main ethical issues and recommendation is also provided.

#### **Presentation and Structure:**

Overall, a satisfactory structure was followed in line with the assessment brief. There is some evidence of reading and research. However, in-text referencing could be improved together with facts/figures to depict credibility of the assertions.

Conclusion  
is a bit 'light' in terms of content.

Conclusion summarise the discussion however could be improved.

#### **Part B – PPT Slides:**

Overall, the presentation shows a satisfactory understanding of how Netflix can sustain their business growth. Relevant discussion around Mendelow's Stakeholder internal & external stakeholder are discussed however you could have added facts/figures to further strengthen it.

Recommendations are provided  
in the end with clarity.

It  
seems you have not read the assessment brief  
clearly. Hence you have just  
worked on the same above content in these PPT  
slides, which is wrong.

My suggestion is to please read the assessment  
brief again which is focused on around  
Mendelow's Stakeholder internal & external  
stakeholder and speak to your  
tutor if you have any questions.

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PAGE 1

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PAGE 2

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PAGE 3

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PAGE 4

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PAGE 5

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PAGE 6

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PAGE 7

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PAGE 8

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PAGE 9

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PAGE 10

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PAGE 11

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PAGE 12

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PAGE 13

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PAGE 14

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PAGE 15

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PAGE 16

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PAGE 17

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PAGE 18

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PAGE 19

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PAGE 20

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PAGE 21

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PAGE 22

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PAGE 23

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PAGE 24

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## RUBRIC: GLOBAL STRATEGY SUSTAIN CW1

TASK 1 REPORT		Merit
Internal and external analysis (15%)		
FAIL	Weak knowledge of the Internal and External Global Environment, which some omissions and/or lack of models of the analysis of the Global environment showing an inadequate knowledge, omissions and or lack of application of the critical analysis and or competitive advantages arising from the analysis of the Global Environment.	
LOW FAIL	Limited knowledge of the Internal and External Global Environment, which begins to explore and analyse the Global Environment using Models with some originality and lacking and or showing limited critical factors and the competitive advantages arising.	
PASS	Satisfactory knowledge of models analysing the internal and external Global environment. Exploring and analysing at least three critical factors and competitive advantage(s) with some originality, detail and autonomy. Satisfactory critical evaluation supported by solid, well-reasoned arguments.	
MERIT	<b>Good knowledge of models in exploring and analysing the Internal and External Global Environment, its theory issues with considerable originality and autonomy. detailing at least three critical factors and competitive advantage(s) arising and how to maintain these competitive advantages</b>	
DISTINCTION	Excellent information and knowledge which deeply explores and analyses the Internal and External Global Environment, its theory and Models with clear originality and autonomy, detailing at least three critical factors and some competitive advantage(s) arising and how to maintain these competitive advantages.	
TASK 2 REPORT		Pass
Market entry models (15%)		
FAIL	Weak knowledge and lack of Market Entry Models based on the motives for entry and general entry strategies which fails to explore and analyse market entry models, showing an inadequate knowledge and omissions. to the thoughts and practices related to market entry required.	
LOW FAIL	Limited knowledge of market entry models based on the motives for entry and general entry strategies which begins to explore and analyse market entry models. Lack of recommendations of entry models supported by reasoned arguments.	
PASS	Satisfactory knowledge of market entry models based on the motives for entry and general entry strategies. Emerging application of thoughts and practices at the forefront of the theory of global entry strategies. Satisfactory recommendations supported by solid, well-reasoned arguments.	
MERIT	Good knowledge which critically analysis Market Entry Models based on the motives for entry and general entry strategies. Emerging application of thoughts	

and practices at the forefront of the theory of global entry strategies. Good recommendations supported by solid, well-reasoned arguments.

**DISTINCTION** Excellent information and knowledge which deeply explores and critically analyses the Market Entry Models derived from the motives of entry and general entry strategies. Emerging application of thoughts and practices at the forefront of the theory of global entry strategies. Excellent recommendations supported by solid, well-reasoned arguments with clear originality and autonomy, detailing how the entry strategies can be set up.

### TASK 3 REPORT

Merit

#### Corporate strategy models (15%)

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**FAIL** Weak knowledge and lack of understanding of Corporate Strategy Models which fails to explore and analyse corporate strategy, showing an inadequate knowledge and omissions in the discussion of corporate strategy to the thoughts and practices related to corporate strategy.

**LOW FAIL** Limited knowledge of different aspects Corporate Strategy with models of corporate strategy. Lack of originality, detail and autonomy. No recommendations within the corporate strategy through reasoned arguments.

**PASS** Satisfactory knowledge of different aspects of Corporate Strategy using models. Explores and analyses the theory of corporate strategy with some originality, detail and autonomy. Satisfactory recommendations supported by solid, well-reasoned arguments.

**MERIT** Good knowledge which critically analysis different aspects of corporate strategy with Corporate Strategy Models that show how the organisation can expand. Emerging application of thoughts and practices at the forefront of corporate strategy. Good recommendations supported by solid, well-reasoned arguments.

**DISTINCTION** Excellent information and knowledge which deeply explores and critically evaluates the different aspects of corporate strategy with Corporate Strategy Models that show how the organisation can expand. Emerging application of thoughts and practices at the forefront of corporate strategy. Excellent recommendations supported by solid, well-reasoned arguments with clear originality and autonomy, detailing how the corporate strategies can be set out.

### TASK 4 REPORT

Merit

#### Corporate Social Responsibility and ethics (15%)

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**FAIL** Weak knowledge and lack of understanding of Strategic Purpose - Corporate Social Responsibility (CSR) and Ethics, showing an inadequate knowledge and omissions in the discussion of Corporate Social Responsibility to the thoughts and practices related to Corporate Social Responsibility and Ethics.

**LOW FAIL** Limited knowledge of different aspects Strategic Purpose - Corporate Social Responsibility (CSR) and Ethics. Lack of originality, detail and autonomy. No recommendations within the Strategic Purpose - Corporate Social Responsibility (CSR) and Ethics through reasoned arguments.

PASS	Satisfactory knowledge of different aspects of Corporate Social Responsibility (CSR) and Ethics with models. Explores and analyses the theory of CSR and Ethics with some originality, detail and autonomy. Satisfactory recommendations supported by solid, well-reasoned arguments of CSR and Ethics within the discussion.
MERIT	Good knowledge which critically analyses different aspects of Corporate Social Responsibility (CSR) and Ethics with models that show how the organisation can resolve ethical issues. Application of emerging thoughts and practices at the forefront of Strategic Purpose (CSR and Ethics). Good recommendations supported by solid, well-reasoned arguments within the discussion.
DISTINCTION	Excellent information and knowledge which deeply explores and critically evaluates the different aspects of Strategic Purpose - Corporate Social Responsibility (CSR) and Ethics that show how the organisation can resolve. Application emerging application of thoughts and practices at the forefront of Strategic Purpose (CSR and Ethics). Excellent recommendations supported by solid, well-reasoned arguments with clear originality and autonomy, detailing how the Strategic Purpose (CSR and Ethics) can be used to generate sustainable growth.

REPORT	Merit
Structure and Referencing (10%)	

FAIL	Weak references with errors or inconsistencies. Inadequate structure and expression.
LOW FAIL	Limited appropriate references with minor errors. Limited structure and expression.
PASS	Satisfactory with full and appropriate references. Satisfactory structured layout and mainly accurate expression.
MERIT	<b>Good with precise, full and appropriate references. Well-structured layout and professional and accurate expression.</b>
DISTINCTION	Excellent with precise, full and appropriate references. Outstanding structured layout and professional and accurate expression.

PRESENTATION	
Powerpoint slides on sustainability analysis (30%)	

FAIL	Weak knowledge and lack of analysis of sustainability in the growth of the organisation in the global context., an outline of key points of interest and recommendations for the CEO. Weak references with minor or insignificant errors or omissions. Lacking credibility Weak overall presentation and structure.
LOW FAIL	Limited knowledge on the analysis of sustainability in the growth of the organisation in the global context market, an outline of key points of interest and recommendations for the CEO. Limited and full and appropriate references and notes with minor or insignificant errors Limited overall presentation and structure.

PASS	Satisfactory outline on the analysis of sustainability for the growth of the organisation in a global context, an outline of key points of interest and recommendations for the CEO Satisfactory with precise, full and appropriate references and notes. Limited overall presentation and structure.
MERIT	Good outline knowledge which critically analyses the sustainability for the growth of the organisation in a global context the first three Market Entry Models in the report, an outline of key points of interest and recommendations for the CEO. Good with precise, full and appropriate references and notes at a high standard. Good overall presentation and structure.
DISTINCTION	Excellent information and knowledge which deeply explores and critically analyses the analysis of sustainability for the growth of the organisations in a global, an outline of key points of interest and recommendations for the CEO. Excellent with precise, full and appropriate references and notes at near-publishing standard. Excellent overall presentation and structure.