

- Supply chain
- Discussion of pricing and trade finance (Chapter 12)
- Possible timetable for international expansion into the markets\*
- Final recommendations, concerns, future issues, and so on that may apply to your client including overall strategy (Chapter 14) and planning, organizational, and control issues (Chapter 15).

If your client is a service company, you would also include a discussion from Chapter 13 of implications for your client.

\*Issues that could also be grouped together as one separate section if needed, rather than by country.



## CHAPTER 1 TEAM PROJECT ASSIGNMENT: Client Introduction and Research

For this chapter, your goal is to write an introduction of your client, including company history, product/service overview, competitive position, and discussion of the industry. You should also develop an international SWOT analysis that essentially indicates an internal and external analysis from the perspective of the firm expanding internationally. The internal analysis would be internal strengths that will help the company expand internationally, as well as weaknesses that will be a barrier. The external analysis would include industry threats and opportunities that will impact the client as it expands internationally.



## CHAPTER 2 TEAM PROJECT ASSIGNMENT: The Global Economic Environment



This chapter focused on the global economic environment and discussed how differences in the economic environment can impact a firm as it expands globally.

You have not yet selected foreign markets for your client's international expansion (which will be done in Chapter 7), so you cannot research the specific challenges for your firm in those markets. However, knowing the industry in which your client operates, you can begin some initial research of potential issues your firm may encounter. For example, if your client manufactures a product, it may incur relatively high tariffs when exporting to specific countries. If your client provides a service, other government commercial policies may be a concern, such as controls on what foreign companies are permitted to do or own in a particular country.

For your team research from this chapter, discuss the following issues:

1. Will import tariffs be a concern for your client? You can research the import duties imposed by various countries on products by visiting [www.export.gov](http://www.export.gov) and search for the section "Find Tariffs and Taxes." You will find details regarding how to classify products (Schedule B) and how to research the import duties for those products in selected countries.
2. If your client is a service provider, tariffs may not be an issue. However, foreign governments still may place restrictions on allowable activities by foreign firms and/or company ownership controls. To better understand these restrictions, visit [www.export.gov](http://www.export.gov) and go to the section "Market Research." Then select the "Market Research Library" and from the Industry drop-down box, choose "Services." This tool will provide access to a number of marketing reports regarding U.S. service exports opportunities. Review whether any of those reports relate to your client. Even if none



8. Give examples of the kinds of international laws that can influence a firm's international marketing.
9. Explain a firm's concerns relating to international patent and trademark law.
10. Explain how foreign laws can affect the four Ps of marketing.

### CHAPTER 3 TEAM PROJECT ASSIGNMENT: The Political–Legal Environment

This chapter focused on the global political and legal environment and discussed how differences in the political and legal systems can impact a firm as it expands globally.

The assignment for this chapter builds on the work done in the preceding chapter regarding the global economic environment. Knowing the industry in which your client operates, begin some initial research of potential issues your firm may encounter as regards to political risk and legal challenges. For example, might there be restrictions on the export of your client's products? If your client provides a service, are there any indications such services are restricted in particular countries? The goal is to think through what some of the political or legal issues may be for your client as it expands internationally.

For your team research from this chapter, discuss the following issues:

1. Do you anticipate that your client will need to own significant assets overseas as part of its international expansion? Manufacturing facilities or retail stores would be good examples of substantial investment that may lead to high political risk.
2. Although you have not yet selected foreign markets, are there initial indications that higher-risk countries may be important markets for your client? If so, are there some initial thoughts about how those risks might be mitigated?
3. Review Table 3-3. Are there any early signs that your client may encounter export controls in order to sell its products overseas?



## CHAPTER 4 TEAM PROJECT ASSIGNMENT: The Cultural Environment



This chapter focused on the cultural environment in which a firm operates as it expands internationally.

The assignment for this chapter builds on the work done in previous chapters. Knowing the industry in which your client operates, begin some initial research of potential issues your firm may encounter regarding cultural differences. For example, will your client's products or services need to be adapted to meet cultural differences in Europe, Asia, or other parts of the world? Are there some cultural aspects that would lend well to your client's marketing methods? Your client may offer a product or service that appeals primarily to individuals aspiring for wealth and recognition. In this case, potentially a culture with a high individualism score on Hofstede index would be a good market for your client. The goal is to think through what some of the cultural issues may be for your client as it expands internationally.

For your team research from this chapter, discussion the following issues:

1. Will your client's product or service require any significant adaptation to meet cultural differences? As an example, what adaptations would be required for the United Kingdom, China, India, Brazil, or South Africa?
2. Are there any indications your client has already made such modifications to its product or service?
3. Research the Hofstede cultural indicators for a country of your choice in Asia, Europe, Central and South America, and Africa. For each of the five countries, identify the Hofstede score for the four dimensions:
  - Power distance
  - Uncertainty avoidance
  - Individualism
  - Masculinity

To find the score, visit: [www.geert-hofstede.com/hofstede\\_dimensions.php](http://www.geert-hofstede.com/hofstede_dimensions.php)

Compare each country to the Hofstede cultural indicators for the home country of your client—for example, the United States if your client was Starbucks. Describe how the Hofstede indicators for each country could provide guidance on international marketing challenges (or opportunities) for your client in each country. If your client relies on marketing messages that



## CHAPTER 5 TEAM PROJECT ASSIGNMENT: Ethics and International Marketing

This chapter focused on ethics in international marketing and how a firm might develop its own ethical standards. It also discussed corporate social responsibility and issues of sustainability.

All firms will face some ethical challenges as they expand internationally. Your client research for this chapter is to think about what ethical challenges your firm may encounter as it expands internationally. The goal is also to research any current activities of your client that will support global ethical conduct and corporate social responsibility.

For your team research from this chapter, discuss the following issues:

1. Does your client currently have a corporate statement regarding its ethical conduct? Research the firm's website or annual report. Discuss your findings.
2. Does your client currently have a corporate statement regarding its commitment to corporate social responsibility? Discuss your findings.
3. What is your client's public statement regarding sustainability? Does it have a corporate officer responsible for its sustainability program? Discuss your findings.
4. Has your firm signed the UN Global Compact? Have any of its competitors signed the compact?
5. Based on your research, do you feel confident your client has a strong foundation to expand internationally in an ethical manner? Discuss why or any concerns you have.



## CHAPTER 6 TEAM PROJECT ASSIGNMENT: International Marketing Research and Data Sources



This chapter focused on the task of conducting international marketing and introduced important resources for secondary data research. Chapter 7 contains additional data resources that will be used for your team project.

The goal with this chapter is to begin thinking about the market research challenges for your client as it expands internationally. Firms want to know as much as possible about the markets they enter. However, as discussed in this chapter, international marketing research can be time consuming and expensive. Firms have to balance the cost of international research versus the need. For your team research from this chapter, discuss the following issues:

1. What are some key international marketing questions your firm is likely to want answered prior to entering a foreign market?
2. Of the questions raised in question 1, which could be answered through secondary data, and which would likely require primary research?
3. To identify what data is already available that will assist in your team project, visit the websites shown in Table 6-5. What reports or data are included in those sites that may be useful for your project? Discuss your findings.
4. Trade statistics are an important part of the international marketing process. You will be using trade statistics as part of your foreign market selection matrix in Chapter 7. For this chapter, visit the following website to understand their functionality:

<http://dataweb.usitc.gov/>

Use this site for U.S. exports and imports.

<http://comtrade.un.org/db/>

Use this site for all countries' imports and exports. (Express Selection may be easiest as a start.)

5. Classify a product sold by your client. The ten-digit Schedule B number is used for export statistics. You can find help searching for your Schedule B number at the U.S. Census website ([www.census.gov/foreign-trade/](http://www.census.gov/foreign-trade/) [index.html](#))



5. How does the infrastructure of a nation impact foreign market selection?
6. Describe a company in which foreign import tariffs would not be an issue in selecting foreign markets.



## CHAPTER 7 TEAM PROJECT ASSIGNMENT: Foreign Market Selection

This chapter focused on the task of selecting foreign markets. It included a discussion of using selection criteria to create a market selection spreadsheet as shown in Table 7-9.

For your team research from this chapter, the goal is to create a spreadsheet for your client similar to the one in Table 7-9. Use the same steps as outlined in the chapter: (1) identify the indicators; (2) get the indicators from the data sources in Chapters 6 and 7; (3) convert into comparable indicators (Table 7-5); (4) weight each indicator; and then (5) create the final table in the format shown in Table 7-9.

When your foreign market selection matrix is complete, discuss the following issues:

1. Why did you select each indicator? What did you hope to measure?
2. Were there any indicators you wanted to use but could not find through secondary sources?
3. Explain the basis for assigning the weights to each indicator. Did you try running the model with different weights? How did it impact the final ranking?
4. Based on the final ranking, pick the top three markets you believe would be the best markets for your client. They do not necessarily need to be the top three ranking markets. Explain your decision.



## INTERNATIONAL MARKETING PLAN TOPICS

Chapter 7 International Marketing Plan Outline topics addressed in this chapter:



## CHAPTER 8 TEAM PROJECT ASSIGNMENT: Foreign Market Entry and Partner Selection

This chapter focused on the critical task of selecting the foreign market entry mode for a particular country. It discussed the range of options available to a firm and that firms have to balance their need to control and get feedback from a market with the risks associated with each entry mode. It also discussed the types of foreign partners, ways to find suitable partners, and channel distribution issues.

For your team research for this chapter, you will make a decision as to which entry mode you recommend for each of the three countries selected from the team project in Chapter 7. The entry mode does not need to be the same for each country. You will also research potential foreign partners.

For your team research from this chapter, discuss the following issues:

1. For each country, identify your recommended market entry mode. Explain why you selected that mode and why other modes for that country are not recommended for your client.
2. Depending on the entry mode you recommend for each country, there will be a level of risk associated with that entry mode and that particular country. Discuss what you see as the top two or three most important risks for each country. Highlight some initial ways to potentially mitigate that risk.
3. Review the issues highlighted in Figure 8-2 regarding partner selection. What would be important considerations in looking for a foreign partner for your client in each country? What type of partner do you recommend for each country?
4. Using the resources identified in this chapter, such as Kompass, try to identify potential partners in each country. Using the Internet, find as much information as possible on each potential partner. Discuss your findings.



12. Discuss the decision to add or drop products to or from a product line in international markets. Research an example of a firm that recently dropped a product. Were international sales a factor?
13. What are the key issues in developing a global R&D capability? How might a firm decide which are the most important?

## CHAPTER 9 TEAM PROJECT ASSIGNMENT: International Product Policy

This chapter's main focus is on product policy and its relation to a firm's international expansion. As discussed in the opening sections of the chapter, the most basic decision a firm must make is to what extent its existing product needs to be adapted to meet consumer needs in the foreign markets it has selected. This is the issue to address for your client.

For this chapter's team project, discuss the following:

1. Using Table 9-1, identify which factors are the most relevant for your client. For example, would you argue that mostly there are factors that favor standardization? If so, which factors and why? Alternatively, do you believe the factors favor adaptation?
2. Based on the results of your analysis in question 1, what is your recommended product policy for your client? How much standardization or adaptation do you recommend?
3. Also, discuss to what extent any new products may need to be developed.

## INTERNATIONAL MARKETING PLAN TOPICS

Chapter 9 International Marketing Plan Outline topics addressed in this chapter:

### 5.4 Product Policy

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