**BBB4M1 International Business ISU**

**‘Can I Sell My Product In Your Country’**

* There are many different countries and product for investors to choose from
* However, there are limited resources with which they can do this.
* The more research an investor conducts on a foreign country, and a company’s products, the greater the chances of success the investment will yield.

**YOUR TASK**

* Investigate the feasibilitappley of exporting a Canadian product in to a foreign country and provide detailed information as to the viability of this venture.
* FINAL SUBMISSION DATE: Monday, January 11, 2016
  + See details for Stage Due Dates (meeting these dates will be part of your mark)

**Introduction and Rationale**

* Include a brief introduction of no more than two paragraphs.
* The first paragraph should include a brief introduction of your chosen country and the Canadian company (and/or product) you are proposing as an export possibility.
* The second paragraph will be a brief rationale highlighting the main reasons this company and/or product will be met with success in your chosen country.
* Additional details, statistical data etc. can be conveyed in both the body of your report and/or the Executive Summary.
* The introduction and rationale serve the purpose of setting the context for your paper and capturing the attention of the reader(s) or potential investor(s) so that they may buy into your proposal.

**Stage 1 – Country Facts and Statistics – DUE Monday, November 9**

Choose from the following countries (if you choose a country that is not on this list, you can’t qualify for the contest):

* China
* Japan
* UK
* France
* Germany
* Netherlands
* Italy
* Australia
* Brazil
* Mexico
* India
* Norway
* Sweden
* Finland
* Spain
* Portugal
* South Africa
* Turkey
* South Korea
* Egypt
* Country facts and statistics give an investor a starting point with which to study and evaluate the potential of a foreign country.
* *This stage should be formatted as a one or two page fact sheet*.
* The geographic data should include at least **one comprehensive map**, and the democratic and economic data must include **several graphic representations**. All materials must be reference using APA referencing.

**Geographic:**

* Country name: conventional long form and conventional short form.
* Map with major cities, ports, international airports, major highways, major rail lines and physical characteristics (mountains, rivers, etc.) marked. This may contain more than one map.
* Area (sq.km.) and comparison to Canada (as a percentage of Canada)
* Time zone. When it is noon in Ottawa it is \_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_ (country).
* Climate/weather conditions.

**Demographic**

Create a *graphic representation* of the following:

* GDP per capita
* Inflation rate
* Unemployment rate
* Currency name and current exchange rate to Canadian dollar.
* Currency stability (5 year graph – compared to CAD or USD)
* Income distribution (% GDP to % population).
* GDP by sector (percentages).
* Top 3 import partners.
* Top 3 export partners.

**Stage 2 – Political Profile – DUE Tuesday, November 17**

* A country’s political structure tells investors a lot about that country. Is the country democratic? How prevalent is corruption? How stable is the government”
* Investors carefully study these questions and their answers before choosing to invest in a foreign country.
* This stage should be formatted as a ***Foreign Affairs Brief*** providing factual data for investors on the topics outlined below. All materials must be referenced using APA referencing.

**Government:**

* Government type.
* Head of state (name and position).
* Date government elected or appointed.
* Date of next national election.
* Country’s views on trade.
* Tariffs, quotas, embargoes

**Political issues:**

* Political situation/ stability of government
* Corruption
* Military role in the country.
* Political issues affecting business climate.

**Human Rights:**

* Human rights abuses
* Child labour issues
* Gender issues

**Legal issues:**

* Bribes, graft, unauthorized payments.
* Copyright infringement.
* Other intellectual property issues.
* Labour standards (wages, conditions, etc.)

**Stage 3 – Company/Product – Current Status – DUE Wednesday, December 2**

* In order to successfully market your product in your foreign country, you need to have a thorough understanding of the Canadian situation.
* Choose a small company in your hometown/area that sells products such as clothing, boats, water purification systems, or cardboard boxes, etc.
* Begin by examining the company’s Web site and news articles related to the company.
* Once you have determined what products your company sells, you will select a product sold by your company on which to base the remainder of this assignment.
* Create a **Corporate Profile** as outlined below for your business that ***does not exceed two (2) pages*** but provides an investor with pertinent information on your company’s domestic structure and market strategies.

**Company:**

* Name, address, locations.
* Owner (person or company).
* Number of employees.
* Corporate structure.
* Product lines (general description).
* Export experience.
* Is this a successful company domestically?

**Marketing Mix for Product Selected – Currently:**

* Product: features and benefits, packaging.
* Price
* Promotion
* Place: where is it available/sold (retail); distribution and transportation.

**Stage 4 – Marketing Your Product In Your Country – Due Wednesday, December 16**

Plan to export \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ {product} into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ {country}.

* In order to successfully market your selected product in your foreign country, you need to have a thorough understanding of the target market and culture in your foreign country.
* Begin by examining your product selected and determine if there is a market for your product.
* You will need to review the culture of your nation in relation to the product selected.
* Once you have determined this, you will be completing an International Marketing Plan for your product in your selected country.
* Most mistakes made by investors in the past have been because they have ignored or disregarded a foreign country’s culture to gain insight into that country and its citizens, and how the country conducts business.
* For your chosen country, you must find out the following information and ***complete a one or two page fact sheet*** related to the culture of your country.

**Culture:**

* Languages spoken.
* Business language.
* Acceptable and unacceptable topics of conversation.
* Non-verbal communication.
* Use of humour.
* Business customs including greetings, gift giving, dress, tipping, time management.
* Role of men, women, and children, at home and at work.
* Business negotiations – style, types of conflict.
* Other information which is pertinent/ important to the product you have selected.

**Stage 5 – International Marketing Plan – DUE Wednesday, January 6**

Complete an international marketing plan for your product. Answering the questions provided.

Name:

Country:

Company:

Product (s):

**Product(s):**

1. What needs/wants does your product fulfill in your selected country?
2. Who is the target market (consumer) of the product? How often will they purchase the item?
3. Are purchases affected by climate?
4. Are purchases affected by geography; for example infra-structure or transportation problems?
5. Does your product conflict with traditions, habits, or beliefs of the customers in your selected country?
6. What makes your product(s) unique for the country’s market?
7. What competing products are already available in your selected country? If possible state the product and company names that are being sold currently in your selected country.
8. What are the competitive advantages of your product or business over other domestic and international businesses?
9. Why will international buyers purchase the product from your company?
10. How complex is your product?
11. What skill or special training is required to :
    1. Install your product?
    2. Use your product?
    3. Maintain your product?
    4. Service your product?
12. What other items, equipment, services are required to use your product in the selected country? Ex. Software company that sells SpyWare to protect PCs – require personal computer with compatible operating system and internet connection for up-dates.
13. How much inventory will be necessary to sell overseas?
14. Will your product be restricted abroad; for example tariffs, quotas or non-tariff trade barriers?
15. What product-labeling/standard concerns are associated with your product? Ex. AC or DC electrical voltage, metric measurements, language standards.
16. Can you service the product after purchase? Ex. Warranties, communication with customer.

**Pricing:**

1. Using the domestic pricing model, can consumers in your country afford your product?
2. What factors do you need to consider when setting prices in your selected country?
3. Are your product’s sales very sensitive to price changes?
4. How important is pricing in your overall marketing strategy?
5. What additional costs will you incur bringing your product to your selected country?
6. Outline distribution channels from Canada to your selected country. Ex. Export packing, container loading, inland freight, wharfage, handling, ocean freight, courier mail, tariffs.

**Promotional Strategy:**

1. What advertising materials will you use?
2. What trade shows or trade missions will you participate in, if any?
3. What media would you use to advertise your products? Ex. Print, TV, Radio.
4. What cultural concern(s) must be addressed in your advertising? Ex. Language difference, literacy rates, buying influences, religion, attitudes towards change and foreign products.

**Place:**

1. Will you sell directly to the customer or will you use a retailer, sales agent, joint venture, or some other arrangement to sell your product?
2. Do specialized outlets exist in your selected country to market to various target markets? Ex. Backpacks for Hiking – Camping stores, Rocky Mountain Outfitters

**Stage 6 – Recommendations and Conclusions – DUE with final submission on Monday, January 11**

* You are now ready to make an informed decision as to whether you would recommend that your company export your selected product into your selected country.
* Your final task is to ***write an executive summary*** which addresses the question – Should your company export the product to your selected country?
* Your reasons should be justified and based upon the research you have conducted.
* Your argument should demonstrate the knowledge and understanding that you have obtained throughout this course.
* Any works cited should be referenced using APA formatting model.

Evaluation Checklist

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Stage 1 - Country Facts and Statistics* |  | | | | |
| - Geographic | 4 | 3 | 2 | 1 | 0 |
| - Demographic | 4 | 3 | 2 | 1 | 0 |
| - Economic | 4 | 3 | 2 | 1 | 0 |
| *Stage 2 - Political Profile* |  | | | | |
| - Government | 4 | 3 | 2 | 1 | 0 |
| - Political Issues | 4 | 3 | 2 | 1 | 0 |
| - Human Rights | 4 | 3 | 2 | 1 | 0 |
| - Legal Issues | 4 | 3 | 2 | 1 | 0 |
| *Stage 3 - Company/Product - Current Status* |  | | | | |
| - Company | 4 | 3 | 2 | 1 | 0 |
| - Marketing Mix | 4 | 3 | 2 | 1 | 0 |
| *Stage 4 - Marketing Your Product in Your Country* |  | | | | |
| - Culture | 4 | 3 | 2 | 1 | 0 |
| *Stage 5 - International Marketing Plan* |  |  |  |  |  |
| - Products | 4 | 3 | 2 | 1 | 0 |
| - Pricing | 4 | 3 | 2 | 1 | 0 |
| - Promotional Strategy | 4 | 3 | 2 | 1 | 0 |
| - Place | 4 | 3 | 2 | 1 | 0 |
| *Stage 6 - Recommendations and Conclusions* |  | | | | |
| - Executive Summary | 4 | 3 | 2 | 1 | 0 |
| *Overall* |  | | | | |
| - Introduction and rationale | 4 | 3 | 2 | 1 | 0 |
| - APA Style of Referencing | 4 | 3 | 2 | 1 | 0 |
| - Report Format (title page, subheadings, contents, pg #s) | 4 | 3 | 2 | 1 | 0 |
| - Meeting Stage Due Dates | 4 | 3 | 2 | 1 | 0 |



International Business Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Expectations | Level 1 (50-59%) | Level 2 (60-69%) | Level 3 (70-79%) | Level 4 (80-100%) |
| **Knowledge/**  **Understanding**  Demonstrate an  understanding of the  chosen country by  researching the country’s  facts and statistics  (geographic, demographic and economic).  Demonstrate an  understanding of  the chosen country  by researching the  country’s political profile  (government, political issues, human rights, and legal issues). | The student:  - demonstrates a limited understanding of the chosen country’s facts and statistics.  - demonstrates a limited understanding of the chosen country’s political profile. | The student:  - demonstrates some understanding of the chosen country’s facts and statistics.  - demonstrates some understanding of the chosen country’s political profile. | The student:  - demonstrates  Considerable understanding of the chosen country’s facts and statistics.  - demonstrates  Considerable understanding of the chosen country’s political profile. | The student:  - demonstrates a high degree of understanding of the country’s facts and statistics.  - demonstrates a high degree of understanding of the chosen country’s political profile. |
| **Thinking/Inquiry**  Identify a small company  in your local community.  Investigate the company  and its marketing mix for  a particular product.  Analyse the target market  and the culture of your  chosen country, while  considering your product. | The student:  - investigates the  company and its  marketing mix  for a particular  product with limited  effectiveness.  - analyses the target  market and the  culture in a limited  way. | The student:  - investigates  the company and  its marketing mix  for a particular  product with some  effectiveness.  - analyses the target  market and the  culture with some  effectiveness. | The student:  - investigates the  company and its  marketing mix for a  particular product  with considerable  effectiveness.  - analyses the  target market  and the culture  with considerable  effectiveness. | The student:  - investigates the  company and its  marketing mix for a  particular product  with a high degree of  effectiveness.  - analyses the  target market and  the culture with  a high degree of  effectiveness. |
| **Communication**  Use of Report Format  (subheadings, title page,  table of contents, logical  order of ideas, page #s)  Introduction and rationale  Spelling, grammar,  sentence structure,  proper font  Bibliography/references | The student:  - types out work  in a neat, orderly  and consistent  fashion with limited  effectiveness.  - communicates  the intent of the  report with limited  effectiveness.  - prepares project  with numerous  errors.  - uses the APA style  of referencing with  limited effectiveness. | The student:  - types out work  in a neat, orderly  and consistent  fashion with some  effectiveness.  - communicates  the intent of the  report with some  effectiveness.  - prepares project  with several errors.  - uses the APA style  of referencing with  some effectiveness. | The student:  - types out work in  a neat, orderly and  consistent fashion  with considerable  effectiveness.  - communicates the  intent of the report  with considerable  effectiveness.  - prepares project  with some errors.  - uses the APA  style of referencing  with considerable  effectiveness. | The student:  - types out work in  a neat, orderly and  consistent fashion  with a high degree of  effectiveness.  - communicates the  intent of the report  with a high degree of  effectiveness.  - prepares project  with few errors.  - uses the APA style  of referencing with  a high degree of  effectiveness. |
| Application/ Making  Connections  Complete the  international marketing  plan for your product in  your chosen country.  Completes an Executive  Summary | The student:  - identifies the  product, pricing,  promotional strategy,  and place for the  product with limited  effectiveness  - forms a decision as  to why a Canadian  company should or  should not market  its product in the  chosen country at  this time with limited  effectiveness. | The student:  - identifies the  product, pricing,  promotional strategy,  and place for the  product with some  effectiveness.  - forms a decision as  to why a Canadian  company should or  should not market  its product in the  chosen country at  this time with some  effectiveness. | The student:  - identifies the  product, pricing,  promotional  strategy, and place  for the product  with considerable  effectiveness.  - forms a decision as  to why a Canadian  company should or  should not market its  product in the chosen  country at this time  with considerable  effectiveness. | The student:  - identifies the  product, pricing,  promotional strategy,  and place for the  product with a  high degree of  effectiveness.  - forms a decision as  to why a Canadian  company should or  should not market its  product in the chosen  country at this time  with a high degree of  effectiveness. |