



International Market Plan, BA

Spring Semester, 2022/2023

Dr. Vera Champagne

Assessment 1: INTERNATIONAL MARKET PLAN

Weighting: 100%

Date and method of submission: week 15, Monday 29th of May at 23h59, via NEOImS.

Word count or equivalent: 3500 words (+/-10%)

Assessment 1: International Market Plan (100 % of final mark)

For this assignment, you will have to choose one product/or service, which is manufactured and commercialized in a European country and a target country to produce an international market plan. The final choice of the product/ service, home base country and the target country must be approved by the module leader. The student may not alter them after approval.

You are required to analyse the key international market elements and create a “Country note book” for your target country that will be the base of a market plan. A country notebook contains information a marketer should be aware of when making decisions involving a specific country market. It often also serves as a quick introduction for anyone assuming responsibility for a country market.

The information gathered in your country note book will serve as a basis to develop your preliminary market plan. You should cover the following parts of the cultural analysis, economic analysis and competitive market analysis.

Your preliminary market plan, will include your market objectives, a SWOT analysis and suggestion for product adaptation, amongst others.

The plan should first analyse the cultural environment of the new market, such as institutional, political and social environment, followed by an economic analysis and then investigate whether to enter the market or not based on the previous analysis. This Market audit and competitive market analysis, will be followed by the reasoning for market potential and any possible entry decision. This must be consistent and based on the information gather previously. Furthermore, you must create a preliminary market plan which provides suggestions for entering the new market and reflect on your learning.

See the step by step guide to have a detailed guideline.



Assessment support

During the semester and before submitting the final plan, you will have an opportunity to present your plan or sections in class. You will be able to obtain feedback and incorporate it into your final submission.

Week 7 : Draft of part 1 and 2 can be brought to class and verbal feedback will be given in class by module leader.

Week 10: Draft of part 1+2+3 can be uploaded to NEO for written feedback by module leader

Week 13: Draft of part 4+5 can be brought to class and verbal feedback will be given in class by module leader

Week 14: The student may present (ppt) or verbally his project – max 8 minutes. And will receive verbal feedback from the module leader to improve the work

Step-by-Step Guide:

Approval needed by week 5

For this assignment, you will have to choose one product/or service, which is manufactured and commercialized in a European country and a target country to produce an international market plan.

The final choice of the product/ service, home base country and the target country must be approved by the module leader. In case there is too much similarity with other students regarding the target / home country and or the product /service, the module leader will make suggestions to the student, but amendments will need to be made. The **confirmation** of these 3 items needs to be finalized by week 5 (**16th of March 2023**) and will be posted in NEO. The student may not alter them after approval. If the student does not suggest these elements by Week 5, the teacher will assign one to them.

The different parts of your International Market Plan

Your international market plan must contain the following elements:

- Q 1: **Introduction** of the plan:
 - 1.1 Profile of the company
 - 1.2 Short description of the product to be exported and the country of origin
 - 1.3 Identification of the country with which you want to trade



- Q 2: Perform a **cultural analysis** and comment on:
 - 2.1 Choose 1 between the following 2 items:
 - Discussion (brief) of country's relevant history
 - Geographic setting
 - 2.2 Social institutions and religion (concentrate on only 2 relevant topics out of the following – number them as 2.2.1 and 2.2.2)
 - Family
 - Education
 - Political system
 - Legal system
 - Social organisations
 - Business customs and practices
 - Religion and other beliefs system
 - 2.3 Living conditions (concentrate on only 2 relevant topics out of the following, number them as 2.3.1 and 2.3.2)
 - Diet and nutrition
 - Housing
 - Clothing
 - Recreation, sports and other leisure activities
 - Social security
 - Healthcare
 - 2.4 Language

- Q 3: Perform an **economic analysis** and comment on:
 - 3.1 Population and its distribution (brief)
 - 3.2 Economic statistics and activity (concentrate on only 1 relevant topic out of the following)
 - Gross domestic product or gross national product
 - Personal income per capita
 - Average family income and distribution of wealth
 - Labor force and specific working conditions
 - 3.3 Other factors: (concentrate on 2 additional relevant topics out of the following, number them as 3.3.1 and 3.3.2):
 - Resources and minerals
 - Surface transportation
 - Communication systems
 - Principal industries
 - Foreign investment
 - International trade statistics and restrictions
 - Inflation rates
 - Development in science and technology
 - Media tools



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- Q 4: Perform a **market audit and competitive market analysis**, comment on: (*note that this part is only ANALYSIS and does not included any suggestions*)
 - 4.1 The **product as an innovation**, perceived by the intended market,
 - 4.2 The possible **problems and resistance** to product acceptance
 - 4.3 **The market** itself (concentrate on only 2 relevant topics out of the following, number them as 4.3.1 and 4.3.2)
 - Geographic regions and forms of transportations available in that region
 - Consumer buying habits
 - Distribution of the product
 - Advertising and promotion
 - Comparing and contrasting competitors' products
 - Market size
 - Government participation
 - 4.4 The negotiation style of target country. (*The dimensions of Hofstede should be included to argue the style*)

- Q 5: Using your market research and previous analysis, create a **preliminary market plan** for the product to enter the new market effectively and efficiently. Analysis of the risks and opportunities that the new venture opens up to the existing business. **All conclusions need to be aligned with previous findings and referred to.**

In this preliminary market plan you should include:

 - 5.1 Target market
 - 5.2 SWOT analysis of this market expansion (may be in figure or table)
 - 5.3 Suggestions for
 - 5.3.1 Possible product / Service adaptation or modification (core, packing or service)
 - 5.3.2 Promotional and sales approach

- Q 6: write a paragraph – **Conclusion** -of 200-300 words on what you have learnt from this assignment.

You are required to use the following format for this project.

- Layout: Cover page (Miuc assignment cover sheet as provided in module) table of contents, all the 6 steps, references . Be clear: insert titles (not just number of questions) and subtitles to clearly indicate the parts and questions of your assignment.
- Please use font size 12 for body text and the typeface (font) should be preferably Times New Roman with minimum 1.5 spacing.
- For headers and titles, please use font size 14. Your submission must have standard margins, and page numbers.



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- Please use English (UK) as your language in the submission.
- You are required to use only Harvard Referencing System in your submission. Any content which is already published by other author(s) and is not referenced will be considered as a case of plagiarism.

More detailed information of the market plan can be found in our core textbook by Cateora, P.R. *et al.* (2016), on the pages 613-621.

Marking Criteria: see the marking grid for more detailed information

- **Knowledge and understanding (20%):** (Q1+2+3) The students should clearly summarise and identify the core aspects of the target market that are relevant. They are expected to provide relevant information about the product & market given, research and show an appropriate understanding of concepts and key factors learnt along the module.
- **Cognitive Skills (30%):** (Q4) The students are expected to reason their own international market audit (meeting the key aspects including negotiation style) providing consistent and critical arguments for the market entry decision.
- **Practical and professional skills (30%):** (Q5) Students will need to use the research and assess the main issues regarding the market entry to provide the necessary evidence to support their analysis and suggestions. , The synergies of the alignment among all the main aspects, which will be especially valued. This should be more than just a collection of facts, but an interpretation of several elements, adding value and giving an overview of the market
- **Transferable and key skills (20%):** (All including Q6) Students will need to present the key points and data of their plan in written form in a concise and consistent manner. It will also be marked according to the usage of valid references, similar business cases information and data currently happening in their chosen market. Students will also need to demonstrate the ability of incorporating the feedback and their learnings into the final plan.

Reference

Cateora, P.R. *et al.* (2016) *International marketing*. 17edn. New York, NY: McGraw Hill Education.