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## MEMORANDUM

**TO:** YOU!  
**FROM:** MR. BOULTON  
**SUBJECT:** INTERNATIONAL MARKETING PLAN PRESENTATION  
**DATE:** MAY 15, 2008

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### SCENARIO

You are out of customers. You work for the marketing research arm of a Canadian corporation, and your boss has just informed you that given the size of the marketplace in Canada, your company will be selling at or near its maximum potential in a matter of years. We need to find new markets.

There are a number of possible courses of action for the future. Your boss explains that there is still plenty of capacity left in production facilities here in Canada, so the firm could easily produce locally and export to new markets. As well, the option always exists to expand operations into a foreign country. Either way, a new product and marketing plan will have to be created to meet the needs of this foreign consumer. No, I'm serious. You actually have to make the new product (or at least a model of it). All products require your Vice President's approval (that's me). Products must fit with the company's culture.

Your team has been selected to search for a potential country and then **develop a suitable marketing plan**. The country should be one that holds general market potential, and preferably one that offers opportunities in your specific industry. The marketing plan must be tailored to meet the needs, demands, and cultural aspects of the target market.

Management has asked that you present your report to the Board at their next meeting using a "Persuasive" PowerPoint-based presentation. They have allotted you a maximum of 20 minutes to speak. There is a lot of business on the agenda that day, so please be prepared to start promptly. Be sure to come with an agenda and any necessary handouts or supplemental information to aid your report.

You should make a note of the fact that the board doesn't have much patience for dry, dull, boring presentations. They hear many of them every day. If you expect to make an impact, you'll have to be creative.

By the end of your presentation, the Board should have a broad overview of the entire country and your marketing plan (AS IT RELATES TO BUSINESS EXPANSION). They are using your information to make a decision on further action related to expanding the business. Make sure it is accurate, meaningful, and compelling. **DO NOT WASTE THEIR TIME WITH UNNECESSARY INFO. Nice to know = bad. Need to know = good.**

Clearly, you cannot discuss everything. You must decide what information you wish to focus on. Use the following to guide your judgement of what is and what is not important. Ask yourself:

1. **Does this information HAVE ANY IMPACT on international business?**
2. **Would this information affect someone's INTEREST to do business in this country, or marketing their good or service in this country?**
3. **Would this information affect HOW someone would conduct business with/in the country?**

The following is a list of the general types of information that you may wish to consider in order to devise your marketing plan. **Please note: this is only a list of POSSIBLE topics, it may not be necessary to look at every single thing on here, likewise, you may find valuable info elsewhere. Only include what is relevant.**

Culture	Foreign Market Expansion	(Recent) History	Geography & Demographics	Economic Overview
<ul style="list-style-type: none"> <li>o Religion</li> <li>o Language</li> <li>o Daily life</li> <li>o Family life</li> <li>o Working conditions</li> <li>o Diet</li> <li>o Business Protocol</li> <li>o Customs</li> <li>o Social structures</li> <li>o Values and Attitudes</li> <li>o Etc.</li> </ul>	<ul style="list-style-type: none"> <li>o Preliminary Research</li> <li>o In-depth Research</li> <li>o Cost/Benefit/Risk analysis</li> <li>o Modes of entry</li> </ul> <p>Look at:</p> <ul style="list-style-type: none"> <li>o Political systems</li> <li>o Social climate</li> <li>o Social movements</li> <li>o Government attitudes towards business</li> </ul>	<ul style="list-style-type: none"> <li>o Major upheavals or changes</li> <li>o Coups</li> <li>o Economic events</li> <li>o Major events in nearby nations or in Allies of the country</li> </ul>	<ul style="list-style-type: none"> <li>o Topography</li> <li>o Climate</li> <li>o Location</li> <li>o Area</li> <li>o Size</li> <li>o Population growth</li> <li>o Health and Education</li> </ul>	<ul style="list-style-type: none"> <li>o GDP (ppp)</li> <li>o GDP growth</li> <li>o GDP/capita</li> <li>o Wealth distribution</li> <li>o Current economic status</li> <li>o Membership in world organizations</li> <li>o Trends in business affecting the country</li> </ul>

<i>Tools you may wish to use:</i>				
Hofstede	Political/Economic Spectrum, Political Risk		Maslow	Porter
S.W.O.T.				

Use this information to tailor a marketing plan. Make sure for **EVERY** aspect of the marketing plan, you tie it to your research findings and explain to the board:

**How what you found about the country, affects the way you developed your marketing plan!**

**Develop a Marketing Plan**

Be sure to develop a FULL marketing plan. That is, one that addresses:

**Price** (costing, shipping, image, etc.)  
**Product** (design, colours, packaging, labelling, etc)  
**Promotion** (types, language used, placement, etc)  
**Place** (i.e. *Distribution* and *logistics*)

Use the 'Culture' booklet to help you modify the marketing mix above.

You should use PORTER here to assess how competitive the market is.

Category	Level						How to Improve
	0	1	2	3	4	Mark	
<b>Thinking</b>							<b>Total Thinking Marks: /60</b>
<p>Provided <b>appropriate</b> and <b>sufficient</b> info for the audience to understand the country, and <b>immediately made the connection</b> between info presented and how you used it to tailor your marketing plan.</p> <p>1) Price</p> <p>a) Plan is feasible, and thorough, creative</p> <p>b) Logically connected to results of research and analysis</p> <p>c) Research used to support was in-depth</p> <p>2) Product</p> <p>a) Plan is feasible, and thorough, creative</p> <p>b) Logically connected to results of research and analysis</p> <p>c) Research used to support was in-depth</p> <p>3) Promotion</p> <p>a) Plan is feasible, and thorough, creative</p> <p>b) Logically connected to results of research and analysis</p> <p>c) Research used to support was in-depth</p> <p>4) Place</p> <p>a) Plan is feasible, and thorough, creative</p> <p>b) Logically connected to results of research and analysis</p> <p>c) Research used to support was in-depth</p>							<p>(See culture booklet for more considerations)</p> <p>/15 Price levels, market segmentation, pricing options, image considerations, etc</p> <p>/15 Labelling, packaging, colour, design, post-sales service, material quality and type, etc</p> <p>/15 Language, colour, media, time, frequency, symbols,</p> <p>/15 Refers to all 4 aspects of a logistics plan, as well as infrastructure, assistance programs, and evaluates a mode of entry and justifies.</p>
<b>Communication</b>							<b>Total Communication Marks: /20</b>
<p>You speak in a manner consistent with a professional, persuasive business presentation.</p> <p>Examples include but are not limited to: using a logical flow, emphasis, volume, eye contact, posture, language, and course terminology appropriate for senior business students.</p>							<p><i>This is an individual mark</i></p> <p>/10</p> <p>/10</p> <p>/10</p>
<p>In communicating with your audience, you have adhered to <i>The Standards of Business Practice</i> for oral presentations, namely you have made use of:</p> <ul style="list-style-type: none"> <li>o Intro &amp; conclusion were engaging</li> <li>o Frequent reference to the agenda</li> <li>o Integration of handouts &amp; props with presentation</li> <li>o Facing all the audience</li> <li>o Proper font size and colour</li> <li>o Slide consistency and noise level</li> <li>o Properly shared speaking time</li> <li>o Excellent transitions between speakers</li> <li>o Matching topic with visual aid</li> <li>o Bulleted points only</li> </ul>							<p>Review expectations in the note on presentations located under STANDARDS at:</p> <p><a href="http://www.JeffBoulton.ca">www.JeffBoulton.ca</a></p> <p>/10</p>
<b>Application</b>							<b>Total Application Marks: /20</b>
<p>Students applied frameworks in an appropriate and intelligent manner, and in an appropriate place.</p> <ul style="list-style-type: none"> <li>o Porter</li> <li>o Hofstede</li> <li>o Data shown clearly in charts and graphs</li> </ul>							<p>Clearly labelled</p> <p>Correctly used</p> <p>Conclusions drawn</p> <p>Tied in appropriately and logically at appropriate point</p> <p>/5</p> <p>/5</p> <p>/2</p>
<p>Students delivered a professional business presentation that adhered to the following in a TIMELY manner:</p> <ul style="list-style-type: none"> <li>o Appropriate business dress</li> <li>o Time limits</li> <li>o Agenda used and distributed</li> <li>o Faded bullets</li> <li>o Punctuality</li> </ul>							<p>/5</p>
<p>Research was</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> From a variety of <b>reliable</b> sources,</li> <li><input type="checkbox"/> Sources were cited during presentation</li> <li><input type="checkbox"/> Sources cited properly</li> </ul>							<p>/3</p>