Description On Learning successful completion of this assignment you will be able to: Outcomes 1. Critically assess the main approaches to global marketing and evaluate the information required to establish and implement effective global marketing decisions, policies, and strategies; 2. Critically evaluate the key marketing practices employed by global organizations in various contexts; 3. Synthesize and critically evaluate a marketing plan and the range of advanced skills required to design and implement the marketing plan for a global organization; 4. Assess the global marketing environment and critically evaluate its impact on marketing strategy formulation for a given global organization; 5. Identify management problems in the area of global marketing, including an evaluation of market entry strategies and courses of action within the situation-dependent context. Scenario “Taking the marketing function global is no easy task. It requires managers to think globally and strategically about global markets and comparative marketing environments.” (Alon & Jaffe, Global Marketing, McGrawHill ) You are a consultant with a firm of strategic marketing analysts and have been retained by a client to advise on international expansion. They have decided to target two foreign markets and have asked you to prepare a report on which country they should choose. You have been asked to create a report with recommendations with possible strategies of how your expansion strategy could be carried out effectively. Specifically, you are required to:- 1 Your Task 1. Provide a case background including company size, competition and target market (10 marks) 2. Include information on your (2) chosen target countries with justification. (Analyse the macro-environments (PESTEL) & competitors, customers and market (5 Forces) (30 marks) 3. Set your SMART global marketing objectives (3-5) for going international (10 marks) 4. Decide upon and justify your global market entry strategy (export, franchise, joint venture, etc). What are the implications (risks and opportunities) if your company would decide upon a different strategy? (20 marks) 5. Global marketing strategies and tactics for this organization. (Segmentation, Targeting, Positioning and Product, Price, Place, Promotion strategies). What are the implications of your choice (Cost, resources, timing, opportunities)? (30 marks) Total: 100 marks Guidelines Please read all questions and information provided carefully. The answer should be made in appropriate length keeping in view the requirement of each question and total word count allowed. In addition, your assignment should demonstrate the following qualities: A critical appreciation of relevant literature and its use to support the argument, substantiate calculations and other aspects of the assignment. Taking ownership of the content, being prepared to debate and argue a personal position, and providing evidence of evaluative skills. A submission made up of extracts from published sources that are descriptive or simply just theoretical regurgitation is not acceptable. Your submission must have interpretation and consideration of the challenges and issues of taking theory into practice. Logical flow of ideas and treatment; appropriate selection of real-world factors related to the companies under scrutiny. Evidence of additional personal research, and the ability to analyze material from a variety of appropriate relevant perspectives. Presentation, structure, appropriateness of methodology, breaking into section headings/subheadings, tidiness. 2 Marks will be awarded for proper referencing and originality of work. Also, note that plagiarism is a serious offense and your submission will be electronically checked.