# A1 COS/COE Analysis

Company of expertise (COE) & country of specialty (COS) marketing plan: COE can be an American company currently operating in a foreign country, or planning to enter a foreign country. You may choose an American company that you think should enter another country. It is better to choose a COE that is not operating in your COS (if you can!). Your COE country of origin and your COS must be two different countries. This means your COE’s country of origin cannot be selected to be your COS. USA cannot be used as COS. You cannot choose a foreign company that is operating in, or planning to enter, or should enter the US market. USA companies can be used as COE.

You cannot use Netflix as your COE. You cannot use the USA or Taiwan as your COS.

# Plan Sections

A1 Company of expertise and Country of specialty marketing plan should include the following sections:

1.0 Cover Page (Should include company name, company logo, brand or mark, county of specialty flag, course number and name, semester, your name and any other relevant information)

1.1 Table of contents (TOC) (should include section numbers and page numbers) (must use the auto TOC from word)

1.2 Executive Summary of your analysis (1/2 of a page, paragraph format). Summary of key points in your analysis

1.3 Introduction about your COS (1/2 of a page, paragraph format).

1.4 Introduction/background of your COE (1/2 of a page, paragraph format)

2.0 Global Macro Environment with focus on your COS. Macro Environment Analysis, PEST analysis. (2 bulleted points under each sub-section, PEST points should be classified as opportunities or threats)

2.1 Politics, Rules and Regulations; (outline format with discussion of each point)

* Key words: Discussion.
* Key words: Discussion

2.2 COS Economy,

* Key words: Discussion (e.g. Depression: …)
* Key words: Discussion

2.3 COS Society and culture,

* Key words: Discussion: (e.g., Health Conscious: …)
* Key words: Discussion

2.4 COS Technology.

* Key words: Discussion (e.g., Internet usage: …)
* Key words: Discussion

3.0 Global Competition Analysis.

3.1 Discuss Porter model of five competitive forces in your COS (threat of new entrants, buyers’ power, suppliers’ power, threat of substitutes, and degree of rivalry).

3.2 Primary competitor in your COS: Discuss the primary competitor and compare the strengths and weaknesses with your COE. It is better to use a table to compare the strengths and weaknesses of your COE and its primary competitor (3X3 table).

3.3 Secondary competition: Brief discussion of secondary competitors.

4.0 Target market analysis & segmentation.

4.1 Target market analysis (current and potential segments of consumers). Discuss the 2 strengths and 2 weaknesses of the current target market.

4.2 Target market segmentation (discuss 2 segments).

Potential consumers of the selected company in the selected country. Talk about people (consumer segments) that the selected company needs to target in the selected country, their characteristics, their demographics, geographies, and so on (be specific as much as you can).

4.3 Recommended Target market analysis: Discuss the consumers that your COE should target in your COS. Minimum: you should recommend one new group of consumers that your COE should target in your COS.

5.0 Entry Strategies Discussion & Evaluation: If your COE is already operates in your COS you should discuss and evaluate their current entry strategy.

5.1 Discuss the best 3 possible entry strategies to enter your COS (Direct investment, Franchising, Licensing, joint venture …etc.). If your COE is already operates in your COS you should discuss 3 new entry strategies that are better than their current entry strategy.

5.2 Entry Strategy Selection and discussion in the selected COS. You need to discuss the best entry strategy in detail. If your COE is already operates in your COS you should discuss a new entry strategy that is better than their current entry strategy.

 6.0 Global Marketing Mix Strategies

6.1 Product Strategy

6.1.1 Current product strategy with examples. (Discuss 2 strengths and 2 weaknesses of the current product strategy. Bullet each point)

6.1.2 Recommended product strategy.

6.2 Price Strategy

6.2.1 Current price strategy with examples. (Discuss 2 strengths and 2 weaknesses of the current price strategy. Bullet each point)

6.2.2 Recommended price strategy.

6.3 Promotion Strategy

6.3.1 Current promotion strategy with examples. (Discuss 2 strengths and 2 weaknesses of the current promotion strategy. Bullet each point)

6.3.2 Recommended promotion strategy.

6.4 Place strategy

6.4.1 Current place strategy with examples. (Discuss 2 strengths and 2 weaknesses of the current place strategy. Bullet each point)

6.4.2 Recommended place strategy.

7.0 Conclusion (paragraph format). Should include a short summary of your analysis and your general opinion on what the company should do moving forward.

8.0 References (APA, No bullets, No numbers). All references must be cross cited in the body of your analysis. Points will be taken for every reference that does NOT appear in the body of your analysis and vice versa.

9.0 Appendix. Optional: An appendix is used to include supplementary material that cannot be inserted in the body of your paper. Examples of appendix items include tables, charts, figures, or pictures to name few (optional).

# Pages of Analysis

(These pages assume single space. You need to double the pages in case of using double space):

Page 0 = Cover page.

Page 1 = table of contents.

Page 2= executive summary. Must include all the key points in your analysis and recommendations.

Page 3= Introduction & Background of your COE and your COS

Pages 4-9 = your analysis (Can use extra one or two pages if needed)

Page 10 = Conclusion

Page 11 = References (APA formatted and should be cross referenced in the body of your Report).

Pages 12 on ward = Appendix.

# Additional guidelines:.

Papers should be grammatically correct, with no spelling errors.

There should be no plagiarism whatsoever.

Your paper should be APA formatted. Exception: your pages should be single spaced.

Outline format: please use the outline format in your report with discussion of every point. You should bullet and discuss your points. I do not need to search for the start and the end of any point in your paragraphs.

Font & Margins: Use Times New Roman font, size 12 points with 1 inch all around.

Use 5 scholarly references in your analysis.

Your references should be APA formatted and cross referenced in the body of your analysis.

Do not use more than 10 scholarly references in your assignment.

Please follow these guidelines closely.

Prof. Swaid.