The company decides to hire Indian fishers to help design the product to reach this market. These fishers will provide qualitative, open-ended conversations and data that will be valuable in communicating the product’s features and benefits to other fishers. The product will be tested by a variety of fishers that represent different sectors of the fishing industry, different regions, and different cultural segments. Testing will provide generalizable, qualitative data about the product use and effectiveness.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The originality report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

A.  Reflect on *at least* **two** potential risks the company in the given scenario encounters in entering the new market, including a detailed description of the impact to the company.

B.  Conduct a SWOT analysis of the company in the given scenario by doing the following:

1.  Identify **two** internal strengths of the company.

2.  Identify **two** internal weaknesses of the company.

3.  Identify **two** external opportunities for the company.

4.  Identify **two** external threats to the company.

C.   Identify **two** strategic recommendations for the company in the given scenario that are based upon the SWOT analysis results in parts B1 through B4.

1.   Justify a strategic recommendation from part C by explaining in detail the benefits of the recommendation to the company.

D.  Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

E.  Demonstrate professional communication in the content and presentation of your submission