**FINAL PROJECT: MARKET ENTRY ANALYSIS**

In your assigned groups, you will select a country (not the US or any of its territories), city, industry, and company for which you will complete a market entry proposal. Your company may be an existing company that is not present in the market you are analyzing, or you may create a new company that does not yet exist. The total potential point value of this assignment, including the proposal, is 31 points.

**Description of the Project Proposal**

For your Proposals (due on February 7 at 8:30am), you should prepare a 1-2 page proposal that explains and summarizes your chosen industry, company, and country that are the focus of your final project. You do not need to identify the target city within the country as you likely will not have completed enough research about the country to make a final city selection. The purpose of this proposal is to get you started and to make sure you have verified that you can get enough information to complete your final market entry analysis. (Up to 3 points)

**Outline & Grading Criteria for Final Projects**

I. Executive Summary: up to one page highlighting the key points of your analysis and business proposal. (Up to 1 pt.)

II. The Macro Environment - Country/City Background (Up to 14 pts.)
   a. Explain relevant aspects of the legal, political & regulatory environments
      i. Be sure to explain any specific legal restrictions of the industry you have chosen as well as any unique regulations or laws in the country, province/state, and city you have selected.
      ii. Explanation of key labor and human resource management factors that could positively or negatively impact your proposed business. Be sure to include relevant information about labor unions, strike activity, government positions on worker rights, etc.
   b. Explain relevant aspects of the economic environment (be sure to use historical as well as recent –up to 4Q13-- data)
      i. Include information about and explanations of the country’s inflation, GDP, trade agreements/memberships, etc. [include graphs of past 5 years for inflation (CPI) & GDP]
      ii. Assess the country’s balance of payments situation and whether or not you foresee changes to its monetary, fiscal, or trade policies as a result of trade or current account imbalances. (State most recent balances BOT and CA; discuss trends and implications)
      iii. Assess the country’s currency. Is it stable, convertible, etc? What implications does the country’s currency policy have for your proposal? (Include graph of past 10 years of the country’s currency vs. the US$)
      iv. Include information about past and present situations as well as forecasts for the next several years for any other relevant economic indicators.
   c. Explain relevant aspects of the socio-cultural environment
      i. Include information about the culture(s) of the country and region the city is in and how these key cultural characteristics may present threats or opportunities for the business you want to establish.
ii. Explain how the culture might impact your country entry and operating negotiating strategies.

d. Explain relevant aspects of the technological/infrastructure environment
i. Include information about the country’s infrastructure, technological capabilities and how they may impact your proposed business.

III. The Industry Environment (Up to 4 pts.)

a. Competitor analysis - Analyze and rank competitors already present in the marketplace.
   i. Assess potential new entrants to the marketplace and the type of threat they present.
   ii. Assess substitute products or services for your proposed business. Explain any threat to your proposed business they present.

b. Supplier analysis – Analyze and discuss your proposed key suppliers for your business.

c. Customer analysis – Assess the key customer groups for your proposed business.

IV. Business Proposal (Up to 6 pts.)

a. Proposed city and location for your business (Explain where you feel the business should be located and why, leveraging your macro and industry analyses.)


c. Proposed organizational structure -- provide an organizational chart for the top two layers of in-country management for your proposed business. Explain, including whether and why you would want expats or local nationals (or third country nationals) to fill certain executive and management level positions.

d. Proposed supply chain and operations - what will your supply chain for this proposed business look like? (Where will you get most of your supplies—locally or internationally, internal or external suppliers?) How will you manage production (if relevant)? Will you produce locally or import? Justify.

V. Conclusion (Up to 3 pts.)

a. Summarize your proposed time-frame and the management team expertise you will need to complete your recommended market entry.

b. Explain any threats you foresee to completing your project in the time-frame you estimate

c. Elaborate on any long-term risks you foresee to investing your money in this international venture.

Be sure to cite sources for all data provided and include a thorough References page. No more than 10% of the content of a market entry analysis project may be quotations. You are expected to conduct research and put your findings in your own words. (Grades may be reduced up to 20% for poor grammar or excessive quoted material). Late submissions will have their final grades decreased by 2 points per day.