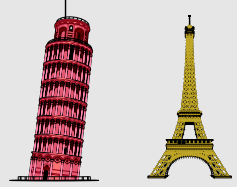




## BBB4M Performance Task Culminating Activity



*This is the culminating activity for the course. It will be weighted as 10% of your final mark!*

**Due Date:**

The purpose of this assignment is to provide you with an opportunity to research an international market and develop a product or service that you think would be successful for the particular market.

You will be responsible for choosing a product or service to market. You may take an existing product/service, but you must tailor it (innovation) to meet the needs of your selected target country.

### **Step 1: The Research:**

The research phase includes gathering information so you have an adequate amount of data to make a decision regarding what product/service to market. This part of the task teaches you to use various types of secondary data that are available on the internet. It will be difficult for you to conduct primary research due to your distance from your selected market. Use the following as a guide when conducting secondary research:

- A map of your country with major cities and physical characteristics (mountains, rivers, etc.) marked.
- size relative to Canada
- population, language(s) spoken, World religion(s)
- Capital city, currency
- GDP per capita
- Describe the Climate
- Describe the size and typical occupations of the labour force.
- Briefly describe the type of government – for example, constitutional monarchy, republic, parliamentary democracy, etc.
- List examples of exports to and imports from Canada.
- Are there any products for which your country is best known for? Do these products have a competitive or absolute advantage?
- In what ways does your country have advantages that will give it a competitive edge?
- Is something manufactured in your country that is not manufactured elsewhere?
- Are there any recent changes in this country that may have an impact on business relationships? For example, any significant currency fluctuations or changes in government? Volatility?
- Identify the trade agreements between Canada and your Country. What other trade agreements or organizations are part of your selected country's trading arrangements (for example, APEC, NAFTA, EU, or bilateral trade agreements)?
- Search for information on the following topics:
  - a. Taboos in your country
  - b. Gestures
  - c. Colours (their meanings)
  - d. Numbers (important numbers, bad luck, good luck, etc.)
  - E. Holidays that differ from Canada
  - f. Business etiquette in your country

### **Websites:**

<http://globaledge.msu.edu/>

<http://www.executiveplanet.com>

<https://www.cia.gov/library/publications/the-world-factbook/>

## **Step 2 - The Idea:**

This process begins where all great marketing efforts begin – with an idea! Brainstorm ideas for products and/or services that are unique. Choose the best one for your marketing plan. Remember, for your product to be successful, there must be evidence of demand for it. Your research (step 1) should have revealed some opportunities that exist for products and/or services.

## **Step 3 - Communicating Your Product/Service Idea:**

In the real world, an International Marketing Plan would be a prerequisite before expanding globally. Due to time constraints, you will not produce a marketing plan. In its place, you will submit an “idea for expansion” report - an informal marketing plan. You will organize this report by headings and sub-headings. You will apply the concepts we covered in class to your product/service. In this step you are forced to think about issues such as: branding, pricing, distribution, retailing, and promotion. This plan will include the information from Step 1 and Step 2 above. This is what will be evaluated!

### **1. Title Page**

- Name of product/service, person(s) submitting the plan, the person to whom the plan is being submitted (that’s me), the date of the submission of the plan.

### **2. Table of Contents**

- A listing of everything and where it is located in the report.

### **3. Introduction**

- The introduction should explain the market chosen as well as the product/service and why this plan is expected to be successful. This part of the report should make the idea sound attractive to “management”.

### **4. Situational Analysis**

- Environmental conditions that may affect the success or failure of the proposed plan. You must focus on the following:
  - a. Economic factors of the chosen country***
  - b. Social / Cultural factors of the chosen country***
  - c. Political factors of the chosen country***

### **5. Marketing**

- This section explains in detail the selected strategy consisting of product, price, place, and promotion and the rationale for it. Also, if marketing research is planned, it can be discussed in this section.
  - a. Product/Service:*** a description of the product/brand, the competitive advantage of the product.
  - b. Place:*** the channel of distribution, logistical analysis (***refer to Chapter 12 in the text***)
  - c. Promotion:*** a description and justification of the planned promotion mix (selling, sales promotion, public relations, publicity, advertising). ***Refer to Chapter 11 in the text***

### **6. Appendices**

- Charts, diagrams, map of country, pictures, etc..

### **7. References**

- Sources of secondary data that was used in your report. Must be listed in correct format (APA).

### **8. THE END!**

- Each group will present their product/service at our **BBB4M Board Meeting and Bruncheon**. You will have 5 minutes to communicate your product/service and in addition, you must provide the class with a “taste” of your selected country. Classmates will vote on

the best idea! **BBB4M Board Meeting:**