



## **INTERNATIONAL BUSINESS CONTEST**

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### **CONTEST CHAIR**

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Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

### **REMINDER - 2 ENTRIES PER SCHOOL**

### **RATIONALE**

This project provides a tool that helps the students to improve their understanding of the global economy, increase the quality of their business decisions, and improve their management skills.

### **GENERAL DESCRIPTION**

#### **Project “Can I Sell My Product in Your Country”**

There are many different countries and products for investors to choose from. However, there are limited resources with which they can do this. The more research an investor conducts on a foreign country, and a company’s products, the greater the chances of success the investment will yield. Your task is to investigate the feasibility of exporting a Canadian product into a foreign country and provide detailed information as to the viability of this venture. This project is an individual effort.

### **TIMING OF EVENT**

This activity should begin just after mid-semester and continue throughout the remainder of the course.

### **PURPOSE**

The purpose of this OBEA Contest is to allow the students to demonstrate their knowledge and understanding of international business from a Canadian perspective. The project will assist in their understanding of doing business in other countries and promote a greater understanding of the challenges that companies and countries face in today’s global environment. The research and information gathering for this project will allow students to meet many of the expectations of the course.

1. Students will gather information about doing business in another country.
2. Students will analyse the ways in which various factors influence how business is conducted in another country.
3. Students will examine the marketing challenges of doing business in another country.



## **ELIGIBILITY**

1. This contest is open to any student who is enrolled in or has successfully completed the course relating to International Business.
2. Each school may enter up to two (2) projects for final evaluation. The teacher should use his/her own professional judgment when submitting these projects. All projects should be submitted unmarked containing only the student's name and the name of the school.

## **INSTRUCTIONS**

Students will complete the project on an individual basis. Teachers will provide a list of local companies that students can choose from in order to market a product to one of the countries from the list below. The students should gather all of their information and create a final report with recommendations. The APA referencing style should be used for this report.

## **METHOD**

### **Stage 1 - Country Facts and Statistics**

Teachers should assign one of the following countries to the students: China, Japan, UK, France, Germany, Netherlands, Italy, Australia, Brazil, Mexico, India, Norway, Sweden, Finland, Spain, Portugal, South Africa, Turkey, South Korea, Egypt.

Country facts and statistics give an investor a starting point with which to study and evaluate the potential of a foreign country. This stage should be formatted as a one- or two-page fact sheet. The geographic data should include at least one comprehensive map, and the demographic and economic data must include several graphic representations. All materials must be referenced using APA referencing.

#### **Geographic:**

- Country name: conventional long form and conventional short form.
- Map with major cities, ports, international airports, major highways, major rail lines and physical characteristics (mountains, rivers, etc.) marked. This may contain more than one map.
- Area (sq. km.) and comparison to Canada (as a percentage of Canada).
- Time zone. When it is noon in Ottawa it is \_\_\_\_\_ in \_\_\_\_\_ (country).
- Climate/weather conditions.

#### **Demographic:**

Create a graphic representation of the following:

- Population and comparison to Canada (as a percentage).
- Population growth rate.
- Age distribution (population pyramid).
- Life expectancies (male, female).
- Rural vs. urban (percentages).
- Literacy rates (male, female).
- Ethnic groups (percentage of total population).
- Religious groups (percentage of total population).
- Languages spoken (official and other - include percentages).



### **Economic**

- GDP per capita.
- Inflation rate.
- Unemployment rate.
- Currency name and current exchange rate to Canadian dollar.
- Currency stability (5 year graph - compared to CAD or USD).
- Income distribution (% GDP to % population).
- GDP by sector (percentages).
- Top 3 import partners.
- Top 3 export partners.

### **Stage 2 - Political Profile**

A country's political structure tells investors a lot about that country. Is the country democratic? How prevalent is corruption? How stable is the government? Investors carefully study these questions and their answers before choosing to invest in a foreign country. This stage should be formatted as a Foreign Affairs Brief providing factual data for investors on the topics outlined below. All materials must be referenced using APA referencing.

#### **Government:**

- Government type.
- Head of state (name and position).
- Date government elected or appointed.
- Date of next national election.
- Country's views on trade.
- Tariffs, quotas, embargoes.

#### **Political issues:**

- Political situation / stability of government.
- Corruption.
- Military role in the country.
- Political issues affecting business climate.

#### **Human Rights:**

- Human rights abuses.
- Child labour issues.
- Gender issues.

#### **Legal issues:**

- Bribes, graft, unauthorized payments.
- Copyright infringement.
- Other intellectual property issues.
- Labour standards (wages, conditions, etc.).



### **Stage 3 - Company / Product - Current Status**

In order to successfully market your product in your foreign country, you need to have a thorough understanding of the Canadian situation. Choose a small company in your hometown that sells products such as clothing, boats, water purification systems, or cardboard boxes, etc. Begin by examining the company's Web site and news articles related to the company. Once you have determined what products your company sells, you will select a product sold by your company on which to base the remainder of this assignment. Create a Corporate Profile as outlined below for your business that does not exceed two (2) pages but provides an investor with pertinent information on your company's domestic structure and market strategies.

#### **Company:**

- Name, address, locations.
- Owner (person or company).
- Number of employees.
- Corporate structure.
- Product lines (general description).
- Export experience.
- Is this a successful company domestically?

#### **Marketing Mix for Product Selected - Currently:**

- Product: features and benefits, packaging.
- Price.
- Promotion.
- Place: where is it available/sold (retail); distribution and transportation.

### **Stage 4 - Marketing Your Product in Your Country**

Plan to export \_\_\_\_\_ {product} into \_\_\_\_\_ {country}.

In order to successfully market your selected product in your foreign country, you need to have a thorough understanding of the target market and culture in your foreign country. Begin by examining your product selected and determine if there is a market for your product. You will need to review the culture of your nation in relation to the product selected. Once you have determined this, you will be completing an International Marketing Plan for your product in your selected country.

Most mistakes made by investors in the past have been because they have ignored or disregarded a foreign country's culture. The definition of culture is the shared beliefs, customs, norms, and values that guide the everyday life of a group. Investors must study the foreign country's culture to gain insight into that country and its citizens, and how the country conducts business. For your chosen country, you must find out the following cultural information and complete a one- or two-page fact sheet related to the culture of your country.

#### **Culture:**

- Languages spoken.
- Business language.
- Acceptable and unacceptable topics of conversation.
- Non-verbal communication.
- Use of humour.
- Business customs including greetings, gift giving, dress, tipping, time management.
- Role of men, women, and children, at home and at work.
- Business negotiations - style, types of conflict.
- Other information which is pertinent/important to the product you have selected.



### **Stage 5 - International Marketing Plan**

Complete an international marketing plan for your product. Answering the questions provided.

Name:

Country:

Company:

Product(s):

#### **Product(s):**

1. What needs/wants does your product fulfill in your selected country?
2. Who is the target market (consumer) of the product? How often will they purchase the item?
3. Are purchases affected by climate?
4. Are purchases affected by geography; for example infra-structure or transportation problems?
5. Does your product conflict with traditions, habits, or beliefs of the customers in your selected country?
6. What makes your product(s) unique for the country's market?
7. What competing products are already available in your selected country? If possible state the product and company names that are being sold currently in your selected country.
8. What are the competitive advantages of your product or business over other domestic and international businesses?
9. Why will international buyers purchase the product from your company?
10. How complex is your product?
11. What skill or special training is required to:
  - a) Install your product?
  - b) Use your product?
  - c) Maintain your product?
  - d) Service your product?
12. What other items, equipment, services are required to use your product in the selected country? Ex. Software company that sells SpyWare to protect PCs -require personal computer with compatible operating system and internet connection for up-dates.
13. How much inventory will be necessary to sell overseas?
14. Will your product be restricted abroad; for example tariffs, quotas, or non-tariff trade barriers?
15. What product-labeling/standard concerns are associated with your product?  
Ex. AC or DC electrical voltage, metric measurements, language standards.
16. Can you service the product after purchase? Ex. Warranties, communication with customer.

#### **Pricing:**

1. Using the domestic pricing model, can consumers in your country afford your product?
2. What factors do you need to consider when setting prices in your selected country?
3. Are your product's sales very sensitive to price changes?
4. How important is pricing in your overall marketing strategy?
5. What additional costs will you incur bringing your product to your selected country?
6. Outline distribution channels from Canada to your selected country. Ex.export packing, container loading, inland freight, wharfage, handling, ocean freight, courier mail, tariffs.



**Promotional Strategy:**

1. What advertising materials will you use?
2. What trade shows or trade missions will you participate in, if any?
3. What media would you use to advertise your products? Ex. Print, TV, Radio.
4. What cultural concern(s) must be addressed in your advertising? Ex. Language differences, literacy rates, buying influences, religion, attitudes towards change and foreign products.

**Place:**

1. Will you sell directly to the customer or will you use a retailer, sales agent, joint venture, or some other arrangement to sell your product?
2. Do specialized outlets exist in your selected country to market to various target markets? Ex. Backpacks for Hiking - Novaks, camping stores, Rocky Mountain Outfitters.

**Stage 6 - Recommendations and Conclusions**

You are now ready to make an informed decision as to whether you would recommend that your company export your selected product into your selected country. Your final task is to write an executive summary which addresses the question - Should your company export the product to your selected country? Your reasons should be justified and based upon the research you have conducted. Your argument should demonstrate the knowledge and understanding that you have obtained throughout this course. Any works cited should be referenced using the APA formatting model.



## EVALUATION CHECKLIST

<i>Stage 1 - Country Facts and Statistics</i>					
- Geographic	4	3	2	1	0
- Demographic	4	3	2	1	0
- Economic	4	3	2	1	0
<i>Stage 2 - Political Profile</i>					
- Government	4	3	2	1	0
- Political Issues	4	3	2	1	0
- Human Rights	4	3	2	1	0
- Legal Issues	4	3	2	1	0
<i>Stage 3 - Company/Product - Current Status</i>					
- Company	4	3	2	1	0
- Marketing Mix	4	3	2	1	0
<i>Stage 4 - Marketing Your Product in Your Country</i>					
- Culture	4	3	2	1	0
<i>Stage 5 - International Marketing Plan</i>					
- Products	4	3	2	1	0
- Pricing	4	3	2	1	0
- Promotional Strategy	4	3	2	1	0
- Place	4	3	2	1	0
<i>Stage 6 - Recommendations and Conclusions</i>					
- Executive Summary	4	3	2	1	0
<i>Overall</i>					
- Introduction and rationale	4	3	2	1	0
- APA Style of Referencing	4	3	2	1	0
- Report Format (title page, subheadings, contents, pg #s)	4	3	2	1	0



## INTERNATIONAL BUSINESS RUBRIC

Expectations	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
<p><b>Knowledge/ Understanding</b> Demonstrate an understanding of the chosen country by researching the country's facts and statistics (geographic, demographic and economic). Demonstrate an understanding of the chosen country by researching the country's political profile (government, political issues, human rights, and legal issues).</p>	<p>The student: - demonstrates a limited understanding of the chosen country's facts and statistics.</p> <p>- demonstrates a limited understanding of the chosen country's political profile.</p>	<p>The student: - demonstrates some understanding of the chosen country's facts and statistics.</p> <p>- demonstrates some understanding of the chosen country's political profile.</p>	<p>The student: - demonstrates considerable understanding of the chosen country's facts and statistics.</p> <p>- demonstrates considerable understanding of the chosen country's political profile.</p>	<p>The student: - demonstrates a high degree of understanding of the country's facts and statistics.</p> <p>- demonstrates a high degree of understanding of the chosen country's political profile.</p>
<p><b>Thinking/ Inquiry</b> Identify a small company in your local community. Investigate the company and its marketing mix for a particular product. Analyse the target market and the culture of your chosen country, while considering your product.</p>	<p>The student: - investigates the company and its marketing mix for a particular product with limited effectiveness.</p> <p>- analyses the target market and the culture in a limited way.</p>	<p>The student: - investigates the company and its marketing mix for a particular product with some effectiveness.</p> <p>- analyses the target market and the culture with some effectiveness.</p>	<p>The student: - investigates the company and its marketing mix for a particular product with considerable effectiveness.</p> <p>- analyses the target market and the culture with considerable effectiveness.</p>	<p>The student: - investigates the company and its marketing mix for a particular product with a high degree of effectiveness.</p> <p>- analyses the target market and the culture with a high degree of effectiveness.</p>
<p><b>Communication</b> Use of Report Format (subheadings, title page, table of contents, logical order of ideas, page #s) Introduction and rationale Spelling, grammar, sentence structure, proper font Bibliography/references</p>	<p>The student: - types out work in a neat, orderly and consistent fashion with limited effectiveness.</p> <p>- communicates the intent of the report with limited effectiveness.</p> <p>- prepares project with numerous errors.</p> <p>- uses the APA style of referencing with limited effectiveness.</p>	<p>The student: - types out work in a neat, orderly and consistent fashion with some effectiveness.</p> <p>- communicates the intent of the report with some effectiveness.</p> <p>- prepares project with several errors.</p> <p>- uses the APA style of referencing with some effectiveness.</p>	<p>The student: - types out work in a neat, orderly and consistent fashion with considerable effectiveness.</p> <p>- communicates the intent of the report with considerable effectiveness.</p> <p>- prepares project with some errors.</p> <p>- uses the APA style of referencing with considerable effectiveness.</p>	<p>The student: - types out work in a neat, orderly and consistent fashion with a high degree of effectiveness.</p> <p>- communicates the intent of the report with a high degree of effectiveness.</p> <p>- prepares project with few errors.</p> <p>- uses the APA style of referencing with a high degree of effectiveness.</p>
<p><b>Application/ Making Connections</b> Complete the international marketing plan for your product in your chosen country. Completes an Executive Summary</p>	<p>The student: - identifies the product, pricing, promotional strategy, and place for the product with limited effectiveness</p> <p>- forms a decision as to why a Canadian company should or should not market its product in the chosen country at this time with limited effectiveness.</p>	<p>The student: - identifies the product, pricing, promotional strategy, and place for the product with some effectiveness.</p> <p>- forms a decision as to why a Canadian company should or should not market its product in the chosen country at this time with some effectiveness.</p>	<p>The student: - identifies the product, pricing, promotional strategy, and place for the product with considerable effectiveness.</p> <p>- forms a decision as to why a Canadian company should or should not market its product in the chosen country at this time with considerable effectiveness.</p>	<p>The student: - identifies the product, pricing, promotional strategy, and place for the product with a high degree of effectiveness.</p> <p>- forms a decision as to why a Canadian company should or should not market its product in the chosen country at this time with a high degree of effectiveness.</p>