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Group Project - Assignment Guidelines¹

Winning International Strategies

Overview:

- Students will research and analyze the rationale and effectiveness of innovative international strategies implemented by successful multinational corporations from emerging countries.
- The final product will be a 20 - 25 page written report (plus annexes) and a power point presentation. ***Follow the guidelines below as the grading rubric follows very closely.***

Specifics:

- A successful company will be assigned to each group considering firm's performance, international strategy robustness, and information availability.
- Main sources that need to be considered include: Firm's annual reports (3 to 5 years), scholarly papers, news articles, cases studies, reports, and other relevant media (e.g. video interviews, etc.)
- At least 15 appropriate references will be considered to support key ideas included in the report.
- Use tables, graphs, and charts to summarize key information.
- **Report of findings:** The product of this assignment is a **group written report** (Use MS Word, font 12, double space) and a **power point presentation** (12 – 15 slides); due **May 11**. Below follows the report outline:
 - **Cover** (Include: Course name, term, class, students' names, and date)
 - **Table of Contents** (1 page)
 - **Introduction** (highlighting objectives, research methodology, sections of the report, etc.; 1 page)
 - **Company Background** (4- 5 pages)
 - History (founders, foundation year, country of origin and local context, why the company was founded, etc.)
 - Key Milestones (using a timeline highlight major events in the company's history. Example: year of foundation; international expansions to country A, B, C, etc.; launch of flagship products; acquisitions; crisis, etc.)
 - Financial Results (mention how sales, profits, and other important financial metrics have evolved in the last 3 – 5 years. Highlight the percentage of international and domestic sales, profits, operations)
 - Box 1: Firm's Identity: Mission, Vision, Values, and Corporate Social Responsibility
 - **Corporate Context** (4- 5 pages)
 - Firm's Business (es): Brief reference describing the main company's businesses (example: car manufacturing, biotechnology, sport shoes, etc.) For each business indicate major products (example: under car manufacturing: SUV (models X, Y, Z) and sedan (models M, N, P). Highlight key aspects of the firm's marketing approach (pricing, differentiation, quality, innovation, slogans, etc.)
 - Resources & Assets: provide estimates about the total number of employees in the company (domestic and international), total assets, brands, patents, etc. Also mention partnerships and alliances used by the firm.
 - Main Competitors: using a table compare your assigned firm with key competitors (for example: number of countries of operations, sales, profits, number of employees, innovation, costs, etc.)
 - Box 2: Core Competencies: Describe top competencies that your assigned firm has excelled at to attain sound results (for example: Customized International Marketing, Innovative Supply Chain Management, Entrepreneurial Global Culture, etc.)
 - **Internationalization Strategy** (4- 5 pages)
 - Rationale: why the company operate overseas, criteria used to select new markets, highlight successes or failed internationalization attempts.
 - Countries of Operation: indicate in how many countries the organization has manufacturing facilities, sales offices, R&D operations, etc. Also mentioned why the company has chosen these countries.
 - Type(s) of Strategies: Describe how the firm implement international operations (for example using exports, licensing, partnerships, franchising, foreign direct investment, etc.)
 - Box 3: SWOT Analysis applied to the firm's international strategy. Use a table to produce an analysis of Strengths, Weaknesses, Opportunities, and Threats relevant to the assigned firm covering key functions (example: marketing, staff, finances, strategy, operations, innovation, etc.)
 - **Analysis** (4- 5 pages)
 - Sources of Competitive Success: explain why the firm is successful by considering the resources, strategies, assets, and capabilities that help the firm to be a top competitor.
 - Main Challenges: describe risks and changes that may affect the firm's sustainability and profitability in the future (example: new competitors, change in customers' preferences, disruptive technologies, etc.)
 - Suggestions for Improvement: Provide at least ten changes to improve the firm's strategy. Think out of the box and be creative.
 - Box 4: Eliminate-Reduce-Raise-Create (ERRC) Grid. This grid requires that your group think about the firm's products, markets, processes, technologies, customers, and make decisions about eliminating, reducing, raising, and creating key elements.
 - **Conclusion:** Key Learning Takeaways (What have all team members learned in this project) (1 – 2 pages)
 - **Bibliography** (At least 15 references. Use APA style)
 - **Annexes:** Charts, tables, graphs, etc.

¹ International Management – Professor Guillermo Rivero. Marymount University. School of Business Administration.



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