**ASSIGNMENT 08**

C05 Business Communication

**Directions**: Be sure to save an electronic copy of your answer before submitting it to Ashworth College for grading. Unless otherwise stated, answer in complete sentences, and be sure to use correct English, spelling and grammar. Sources must be cited in APA format. Your response should be four (4) double-spaced pages; refer to the "Assignment Format" page located on the Course Home page for specific format requirements.

Select a fairly inexpensive product that you currently own, and a country that you're not very familiar with. The product could be a moderately priced watch, radio, or other device. Now imagine that you are with the international sales department of the company that manufactures and sells the item and that you are proposing to make it available in the country you have selected.

The first step is to learn as much as possible about the country where you plan to market the product. Check almanacs, encyclopedias, the Internet, and library databases for the most recent information, paying particular attention to descriptions of the social life of the inhabitants, their economic conditions, and cultural traditions that would encourage or discourage use of the product.

Your 1-2 page report is to be submitted to the chief operating officer of the company, whose name you can either make up or find in a corporate directory. Make sure to include the following:

1. Briefly describe the product you plan to market abroad.
2. Briefly describe the country you have selected.
3. Indicate the type(s) of people in this country who would find the product attractive. Provide at least one (1) supporting fact.
4. Explain how the product would be transported into the country (or possibly manufactured there if materials and labor are available). Provide at least one (1) supporting fact that justifies your choice.
5. Recommend a location for a regional sales center. Provide at least one (1) supporting fact that supports your location choice.
6. Describe how the product will do in this new environment, with at least two (2) supporting facts.
7. Describe at least two (2) recommendations for marketing (steps the company should take immediately and those it should develop later).

**Grading Rubric**

*Please refer to the rubric on the following page for the grading criteria for this assignment.*

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| **CATEGORY** | **Exemplary** | **Satisfactory** | **Unsatisfactory** | **Unacceptable** |
| **Product description (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of the product he or she plans to market abroad. | Student provides a mostly clear, logical description of the product he or she plans to market abroad. | Student provides a weak or unclear description of the product he or she plans to market abroad. | Student provides a poor description of the product he or she plans to market abroad. |
| **Country description (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of the country he or she plans to market the product to. | Student provides a mostly clear, logical description of the country he or she plans to market the product to. | Student provides a weak or unclear description of the country he or she plans to market the product to. | Student provides a poor description of the country he or she plans to market the product to. |
| **Target market (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of the people in the chosen country who would find the product attractive, with at least 1 clear, logical supporting fact. | Student provides a mostly clear, logical description of the people in the chosen country who would find the product attractive, with at least 1 mostly clear, logical supporting fact. | Student provides a weak or unclear description of the people in the chosen country who would find the product attractive, with at least 1 weak or unclear supporting fact. | Student provides a poor description of the people in the chosen country who would find the product attractive, with 1 poor supporting facts. |
| **Transport/manufacturing (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of how the product would be transported into the country or manufactured in the country, with at least 1 clear, logical supporting fact. | Student provides a mostly clear, logical description of how the product would be transported into the country or manufactured in the country, with at least 1 mostly clear, logical supporting fact. | Student provides a weak or unclear description of how the product would be transported into the country or manufactured in the country, with at least 1 weak or unclear supporting fact. | Student provides a poor description of how the product would be transported into the country or manufactured in the country, with 1 poor supporting fact. |
| **Sales location (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of the recommended location for a regional sales center, with at least 1 clear, logical supporting fact. | Student provides a mostly clear, logical description of the recommended location for a regional sales center, with at least 1 mostly clear, logical supporting fact. | Student provides a weak or unclear description of the recommended location for a regional sales center, with at least 1 weak or unclear supporting fact. | Student provides a poor description of the recommended location for a regional sales center, with 1 poor supporting fact. |
| **Prediction (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of how the product will do in the new environment, with at least 2 clear, logical supporting facts. | Student provides a mostly clear, logical description of how the product will do in the new environment, with 1-2 mostly clear, logical supporting facts. | Student provides a weak or unclear description of how the product will do in the new environment, with 1-2 weak or unclear supporting facts. | Student provides a poor description of how the product will do in the new environment, with 1 poor supporting fact. |
| **Recommendations for marketing (10 points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| Student provides a clear, logical description of at least 2 recommendations for marketing. | Student provides a mostly clear, logical description of 1-2 recommendations for marketing. | Student provides a weak or unclear description of 1-2 recommendations for marketing. | Student provides a poor description of 1 recommendation for marketing. |
| **Mechanics (20 Points)** | **20 points** | **15 points** | **10 points** | **5 points** |
| Student makes no errors in grammar or spelling that distract the reader from the content. | Student makes 1-2 errors in grammar or spelling that distract the reader from the content. | Student makes 3-4 errors in grammar or spelling that distract the reader from the content. | Student makes more than 4 errors in grammar or spelling that distract the reader from the content. |
| **Format (10 Points)** | **10 points** | **8 points** | **5 points** | **2 points** |
| The paper is written in proper format. All sources used for quotes and facts are credible and cited correctly. | The paper is written in proper format with only 1-2 errors. All sources used for quotes and facts are credible and most are cited correctly. | The paper is written in proper format with only 3-5 errors. Most sources used for quotes and facts are credible and cited correctly. | The paper is not written in proper format. Many sources used for quotes and facts are less than credible (suspect) and/or are not cited correctly. |