**Project Overview**

You will embark in the development of a global expansion plan using a company product either real or made up. This company product will become the focus for the course project. The goal is to develop a plan for expansion for this product to a selected country or region.

**Due Date**

**Your final project is due in Module 06.**There will be individual assignments along the way. The assignment and the module they are due are noted in **bold**on the time line below. As you can see, your first assignment "Company Background, Country Analysis, and Product Information" is due this module.

**Time Line**

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| --- | --- |
| **Module** | **Assignment** |
| **02** | Introduction  **Company Background, Country Analysis, and Product Information** |
| **04** | **Entering a Foreign Market** |
| **05** | **Organizational Structure** **Operations Management Strategy** **Finance Strategy** |
| **06** | **Marketing Strategy** **Human Resources Strategy** **Final Conclusions** |

**Requirements**

The format for this project will be a presentation being delivered to a board of directors or upper management team for expansion approval. Each project assignment should be submitted in Microsoft PowerPoint format. Your assignments should be set up with your slides as if you were giving a presentation and utilizing the speaker's note section for your content. Your presentation should be proofread for spelling and grammar. Your presentation slides should be concise.

**Evaluation**

Each assignment leading up to the final project is evaluated and graded independently. Your instructor will provide specific grading criteria for each step of the project prior to its due date.