1. Using the case Kingfisher B&Q, shed light on how the CAGE framework can be used to compare markets from the perspective of a particular company. (Analysis from cultural distance Administrative distance, Geographic distance, and Economic distance and see CAGE framework from example)

* 2. Discuss the role of AAA strategies in the development of Kingfisher (B&Q) in China.   What AAA strategies should Kingfisher adopt to capture a major share of business in the Chinese market?
* 3. In your personal life, what is the country where you wish to visit for your vacation, and why? What factors of the CAGE framework have influenced your decisions?