**Global Business Plan Project**

**Overview**

Every organization conducts research to plan and implement a business idea. This project is designed to provide the foundation for an international business plan. These activities offer flexibility for many settings related to global business enterprises. The framework may be used for planning global expansion of an existing product or service, or may be used to research a new foreign business opportunity. Each module of this project is designed to gather information for one component of an international business plan.

The final result of your global plan format:

* a written report with supplementary tables and visuals

Note: While the research components in each module are designed to provide a comprehensive analysis of this aspect of a business plan, selected items may be used to gather information for a specific element.

**Table of Contents**

**Phase 1 – *Planning the Global Business Enterprise***

**MODULE 1** – Identifying Global Business Opportunities

* Determine potential international markets for existing or proposed goods and services

**MODULE 2** – Analyzing International Competitors

* Identify domestic and international companies involved in similar business global business activities

**MODULE 3** – Assessing the Economic-Geographic Environment

* Examine geographic and economic factors that affect the business environment of a nation

**MODULE 4** – Assessing the Social-Cultural Environment

* Research social institutions, customs, traditions, and beliefs influencing business

**MODULE 5** – Assessing the Political-Legal Environment

* Research the influence of government and regulations on business activities

**PHASE 2 – *Organizing for Global Business Activities***

**MODULE 6** – Selecting a Global Company Structure

* Suggest objectives and an organizational framework for global business operations

**MODULE 7** – Financing Sources for Global Business Operations

* Project start-up costs and funding sources for international operations

**MODULE 8** – Creating a Global Management Information System

* Identify needed databases and information systems to facilitate international business activities

**MODULE 9** – Identifying Human Resources for Global Business Activities

* Gather information on needed personnel for operating an international enterprise

**MODULE 10** – Managing International Financial and Business Risks

* Identify methods for reducing global business risks

**PHASE 3 – *Implementing the Global Market Plan***

**MODULE 11** – Product and Target Market Planning for Foreign Markets

* Identify specific attributes and customer benefits for a proposed international product or service

**MODULE 12** – Designing a Global Distribution Strategy

* Analyze distribution channels and intermediaries for global business operations

**MODULE 13** – Planning a Global Promotion Strategy

* Suggest advertising messages, media and other promotional activities for an international enterprise

**MODULE 14** – Selecting an International Pricing Strategy

Recommend a global pricing strategy based on costs, market demand, competition, and economic environment

**PHASE 4 – *Implementing the Global Market Plan***

**MODULE 15** – Determining Financial Results

* Estimate revenue and costs based for international business activities

**MODULE 16** – Measuring International Business Success

* Suggest potential criteria for global business accomplishments based on financial results and social contributions