**Global Business Plan Project**

**2. Analyzing International Competitors**

**Learning Goals**

1. To identify potential competitors related to a proposed global business enterprise
2. To determine the influences of competitors in global business

**Purpose**

As proposed enterprises or established companies enter foreign markets, lessons can be learned from the successes and challenges of other organizations. In addition, awareness of competitors makes it possible to better plan and implement your global business activities. In this module, your goal is to identify and analyze the international business operations of organizations related to the global opportunity you are exploring.

**Resources**

Web links:

* Global Edge CyberSite: <http://globaledge.msu.edu/>
* Business Around the World Atlas: <https://highered.mcgraw-hill.com/sites/0078137217/student_view0/business_around_the_world.html>

**Conduct Research**

Based on the global business opportunity identified in Module 1 (or a different international business enterprise or idea), research information related to the following:

1. POTENTIAL COMPETITORS

Identify companies that:

1. have business activities similar (or related) to the business opportunity you are proposing; and
2. operate in the country (or countries) that you are considering for your international business enterprise.
3. COMPETITIVE ADVANTAGES

Discuss the competitive advantages of these companies. (For example, some companies may gain a competitive advantage as a result of access to raw materials, others may gain an advantage through the use of technology for production and distribution or as a result of a well-known brand name.)

1. INTERNATIONAL STRATEGIES

Compare the international business strategies of these companies. Do these companies make use of standardized products and operating policies? Or, do they use a strategy that is adapted to various foreign markets? (Film is sold in standardized formats around the world while laundry detergents are adapted to clothes washing habits and water hardness.)

**Supplementary Activity**

Interview people who work in similar companies, related industries, or potential suppliers for your business idea. Obtain information about the product or service that might enhance your knowledge of this type of business.

**E-Commerce Application**

As online operations increase, companies seek new expanded markets and additional business activities. Describe situations in which the competitive environment has changed as a result of e-commerce activities.

**Prepare Summary**

In a separate Word document, prepare a summary report consisting of the following components:

1. A discussion of potential competitors and their global business activities.
2. A synopsis of global business strategies that could create competitive advantages.

**View Sample Report**

The following project segments are EXAMPLES and SAMPLE MATERIALS. Please note:

1. These samples were selected from several student team projects at one school and are not intended to represent a particular level of quality, and DO NOT represent a complete project.
2. The accuracy of content, data, and clarity of writing are NOT guaranteed; and
3. These samples may NOT BE DUPLICATED.

The Happy Harbor Company has competition in the form of other harbors, including the ports in Callao, Illo, Paita, Salaveryy, Iquitos, and Yurimaguas. However, our harbor differs from our competitors because we not only offer competitive service at a lower price, but we offer an entertainment sector as well, which will improve the surrounding economy.

The fast-food market is very young in Brazil. The Brazilian people have the luxury of eating at McDonalds. We believe that the market will be very competitive between McDonalds and us. This market, however, will not be half as competitive as it would be in the United States. We believe that we can gain a solid portion of McDonalds’ market share by the use of product differentiation.

Coche Libro will have a competitive advantage in Bolivia. One reason is that this service will be unique for the country and surrounding countries. Its biggest competitor will be the public library system. However, we are confident that people will be attracted to the services we have to offer. Due to the advancement of e-commerce, we will be assured that many will be able to access our company via the Internet. Also, due to technological developments of highways, more areas of Bolivia will be accessible. We will also have an advantage because we will be using the most up-to-date resources thanks to our alliance with Ford and Apple.

In response to demonstrated needs of the Bolivian market, new services are being developed to include minor checkups, blood pressure testing, mammograms, and infant and child immunizations. These new services would be especially useful to rural Bolivians who can now easily obtain them during one of the many convenient Healing Wheels routine stops. These needs are not only local to Bolivia, and as previously stated, perhaps Healing Wheels can answer some of the needs of other Latin American countries in equal need.