**Global Business Plan Project**

**11. Product and Target Market Planning**

**Learning Goals**

1. To identify attributes and customer benefits for a proposed global product or service
2. To determine branding and targeting strategies for international markets

**Purpose**

A clear definition of an organization’s product (or service) along with a detailed description of potential customs provide the foundation of a marketing plan. In this module, your goal is to obtain information related to the product offering and target market for your global business enterprise.

**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) and the country you have analyzed, research information related to the following areas:

1. PRODUCT CONCEPT

Identify the physical attributes, customer benefits, and competitive advantages of the product (or service) to be offered by the organization. Analyze geographic, economic, cultural, and legal factors that would influence offering a standardized or an adapted product for this market. (A product concept should list as many characteristics as possible to better communicate attributes and benefits within the organization as well as to potential customers.)

1. PRODUCT LIFE CYCLE

Discuss economic, cultural, political, or technological factors that might affect the speed of movement of the product (or service) through the stages of the product life cycle (introduction, growth, maturity, decline). (For example, the presence of several competitors may result in faster innovation and move a product quickly through the product life cycle.)

1. BRANDING AND PACKAGING

Suggest a brand name that would create a distinctive identity for the company (or specific product). Analyze cultural and legal factors that could influence packaging of the product.

1. TARGET MARKET

Describe the characteristics of potential customers in terms of geographic location, demographics, media habits, consumer behavior patterns, lifestyle activities, and psychographics.

**Supplementary Activity**

Prepare a product concept board. This visual presentation should include information on the product attributes, customer benefits, competitive advantages, branding, packaging, and target market.

**E-Commerce Application**

Identify the following:

1. A brand only used online
2. A brand not used online
3. A brand available both online and in traditional business settings

Compare and contrast these brands with regard to product strategy, visual and audio appeal, and other factors.

**Prepare Summary**

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

1. A description of the product concept for the proposed global enterprise, including attributes, customer benefits, and competitive advantages.
2. An overview of branding and packaging activities in relation to needed cultural or legal adaptations.
3. Recommend actions related to a standardized or adapted product (or service) along with detailed descriptions of consumer and business target markets. Provide evidence for your recommendations.

**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.

Our product concept is quite simple: we will be a traveling library. We will have on-site educators that will donate their time to teach the youths how to read, and then to promote literacy through advanced stages of reading. We will seek support from local government officials and athletic stars, which we believe will make people want to educate themselves further. We will bring books to a designated area every week, distribute them, and return shortly thereafter to collect books and redistribute others. All will benefit from this because it will increase the sense of community, the literacy rate, the economy of a community, and the overall general attitude children will have towards each other.

As we market our products in Brazil, we strive to promote a positive brand image. SUBWAY has always been known for fresh and custom-made sandwiches, and we want to live up to the SUBWAY name. Sensory characteristics include tasty sandwiches (made-to-order), filling (six inch or foot-long), and fresh (we bake our own bread and have shipments of fresh vegetables every day). Perceptual characteristics include healthy (we have seven sandwiches under five grams of fat), affordable (we offer fresh value meal deals to fit everyone’s needs), and quick (fast food made before your eyes).

Society benefits from our franchise opportunity in a number of ways. We will set up our store in a highly populated urban area where many business professionals and students work. Therefore, they have a convenient place to stop for lunch or dinner when on the run. We recognize the growing economic stability and the larger workforce that has been emerging in Brazil in recent years. Franchising SUBWAY in Brazil will create jobs for society in both stores, and marketing/promotions.

The target market for our SUBWAY franchise is simple; it consists of anybody who wants to eat something that is healthy, affordable, and quick. We believe that students, professionals, laborers, and families could all be factored into the target market. Our first store will be built in Sao Paulo, which is highly populated with businesses and schools.

We also plan to provide catering services to small and medium-sized businesses in the surrounding metropolitan area. By devising party packs for businesses, we can increase our sales by almost 50 percent, while satisfying our customers with efficiency and quality food.

Since it is our primary goal to enhance the living standards of people in Argentina, Brazil, and Chile (before reaching other areas of Latin America), we want to be able to help prevent health problems that exist in these regions. As we have shown, the lack of prenatal care is common and cancer rates among middle-aged women are increasing in these areas and throughout all of Latin America. With the use of the Buen Salud vitamins, we hope to decrease the number of cancer cases in Argentina, Brazil, Chile and, eventually, the entire region. We feel that Buen Salud vitamins will aid in the deterrence of health problems for the general population, but more specifically towards our target market of women with families or women who will be expecting families.

The Buen Salud vitamin company has decided on a target market for the Latin American regions that will consist of not only the greater population, but also especially women with families or expectant mothers. Our target market of women not only faces health risks that were mentioned above, but are also the daily decision makers for family shopping. These mothers will primarily be the ones in the grocery store analyzing and ultimately purchasing various products. Although these pills can be taken whole when swallowed, children and adults who are unable to swallow pills will find that our vitamins are unlike other brands. Our product has a competitive advantage over other brands because of the innovative ability for these pills to dissolve in water or other liquids making it easier to swallow and digest.

Although marketed towards women of households, these essential vitamins can and should be taken by everyone in the family. As Argentina, Brazil, and Chile all represent such diverse areas, Buen Salud has set out in customizing vitamins for each of these regions.

Brazil and Chile are both regions of Latin America where poverty stricken families are abundant, especially in rural areas. Our company has realized this and has made efforts in producing one vitamin that can be taken by everyone in the household. Since there will be more individuals taking the same vitamin we have decided on selling this nutritious pill in bulk (500 pills per bottle). By doing this, we can sell more for less. The easily digestible vitamin can be swallowed, chewed, or dissolved. However, the standard vitamin must be cut in half for children under of the age of 13. To make this process easier, we will make a small indentation down the middle of the pill.

As Argentina is the most developed country within this grouping, Buen Salud will offer an expanded product line to this region. Due to their current wealth, Buen Salud feels that Argentineans will be able to afford our various customized pills. In addition to the general essential vitamins used by everyone (250 pills per bottle), we will offer specific vitamins made for men, women, and children. We will also be selling mental clarity, energy, and memory pills.

Whirlpool’s primary target market for its Costa Rican resort will be middle to upper class foreign tourists. Whirlpool will first market their hotel to American tourists, then they will consider expanding to other industrialized countries such as Canada, Western Europe, and Japan. Costa Rica will appeal to American tourists because Hawaii is the only tropical destination in the United States that comes close to comparison. Costa Rica, however, has the allurement of an exotic foreign country where travelers can experience a different culture and language and meet new people. Disposable income will also play a large role in determining this target market. People can only travel and go on vacations if they have money left over to spend after paying for the necessities in life; that is why Whirlpool will target people in the middle to upper income brackets.

The second important market segment that Whirlpool should not overlook is business travelers. Many corporations send individuals to Costa Rica for business, trade fairs, conferences, etc. Companies have a tendency to spare no expenses and put their employees up in luxury resorts with all the frills. In addition, Whirlpool’s own hotel will have two conference rooms that they will want to fill to capacity each year.