**Global Business Plan Project**

**16. Measuring International Business Success**

**Learning Goals**

1. To assess potential financial success of the proposed global business activity
2. To identify potential social contributions of the proposed global business activity

**Purpose**

While every business enterprise is primarily concerned with financial success, economic and social influences on the host country should also be considered. In this module, your goal is to determine potential dimensions for measuring global business success.

**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 country (or countries) you are analyzing for your global business enterprise, research information related to the following areas:

1. FINANCIAL GAINS

Identify potential profit levels and other measures of financial success for this global business operation. (Commonly considered measurements of financial success include profits, return on investment, market share, sales growth.)

1. ECONOMIC BENEFITS

Discuss positive economic contributions that this business operation might have for the host country. (Economic benefits may include improved infrastructure, creation of jobs, more efficient use of natural resources, or increased personal income.)

1. SOCIAL BENEFITS

Determine improvements to the country’s society that might result from the company’s global business activities. (Positive social results might include improved employee training, expanded health care and other benefits for workers, or additional housing facilities.)

1. SOCIAL COSTS

Describe the potential drawbacks for the host country that might result from this business venture. (Social costs of global business operations may include pollution, reduction in natural resources, or changes in traditions.)

**Supplementary Activity**

Create a video, in-class presentation, or website with a summary of all phases of your global business plan.

**E-Commerce Application**

Develop a website communicating various services that can contribute to economic development and improved quality of life through global business activities in a society.

**Prepare Summary**

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

1. An overview of potential financial gains from the proposed global enterprise.
2. A description of possible economic benefits for the countries involved.
3. A synopsis of social benefits and possible costs associated with the proposed business venture.

**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.

Overall, the Buen Salud Company can be characterized as a small, independently-owned manufacturer and distributor of a reasonably priced multi-vitamin the whole family can take. Buen Salud strives to meet the needs of its consumers by providing not only the essential vitamins an individual needs to maintain health and prevent illness, but by also educating them on health issues through our company’s literature and, eventually, through an interactive website.

The vision of Healing Wheels is to be an organization that leads in the delivery of high quality preventative health care services and products. Healing Wheels is a non-profit organization with headquarters in the city of Santa Cruz, with regional offices in La Paz, El Alto, Tarija, Riberalta, Puerto Quijarro, Yacuiba, Cochabamba, and Oruro. Designed to be compatible with the goals and policies of the national health system, Healing Wheels will evolve into a network of high quality sustainable health services with active participation of the communities being served.

Rates of return will need to exceed cost of capital based on current interest rates and risk premiums.

Social contributions that can result from this enterprise include increased employment, political stability, and improved infrastructure for the country.