



STUDYDADDY

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Overview

- *You are going to select a product or service (**Shake Shack restaurant**) that you are going to distribute/sell from your company to your target market in the selected country (**France**)*
 - *Non-FDI (**Franchising** – **Shake Shack has over 41 franchises worldwide**)*
 - *Your Company (**Shake Shack**): Available information/financials*
 - *Source country: You choose (not necessarily company HQs country) – (**United States**)*
 - *Your product/service: Not currently in your chosen country*
- **40-50 “Power Point” meaningful slides**
 - *Not photos*
 - *Text, graphs, exhibits*
 - *With Reference slide(s)*

KEY SECTIONS

Executive Summary

- *One page (in beginning of presentation)*
- *Summarizes what you're going to present (example below)*

- *“Export widgets to Micronesia,
from India by plane,
through a local distributor,
focusing on middle class,
don't have good widgets currently,
will capture 1% market share initially and eventually 50%
will break-even year 2 and earn 25% EBITDA year 5”*

Country Analysis What makes this country (France) attractive? Unattractive?

Economy

- **History and projections**
- **Demographics**
- **History and projections**
- **Ease in doing business**

Why is country unattractive?

- - **Financial risks**
 - **Economy**
 - **Currency**
 - **Etc.**
- **Institutional**
 - **Political**
 - **Legal**
 - **Social**
 - **Etc.**
- **Costs**
 - **Import restrictions, costs**
 - **Etc.**
- **Other**

Addressing Country's (France) Problems (What to do about country's shortcomings?)

What makes target market segment attractive?

- **Size, growth, etc.**
- **Disposable income, etc.**
- **Existing and projected expenditures on your product category**
- **Other**

What makes existing market for our product/service attractive?

- **Size**
- **Historical/Projected Trends**
- **Who Buys**
- **Competitive Environment-Who/market shares, etc.**
- **Etc.**

What is competitive environment?

- **Who?**
- **How Big?**
- **Market share(s)**

What unique benefits will our product provide?

- *Lower costs*
- *Better quality*
- *Better for environment*
- *Other*

How will we sell to target market?

- *Direct sales*
- *Distributor*
- *Collaborative: franchise, license, JV (We will launch as a FRANCHISE in France – use Shake Shack's other franchise locations as an example)*
- *Other*
- ***NOTE: BE SPECIFIC!!!!!!***

How will we get product to target market segment?

- *How?*
- *From where to where?*
- *Costs*
 - *Transport*
 - *Tariffs/duties*
- ***BE SPECIFIC!!!!!!***

(Possible Useful Analyses)

- *4Cs*
- *SWOT*
- *Etc.*

What are our short and longer term strategies?

- *Short*
 - *Years 1-2, -3 (or longer)*
 - *Geographic, product line, distribution, etc.*
- *Long*
 - *Later to end of year 5*
 - *Geographic, product line, distribution, etc.*

Financials years 1-5

- ***Years 1 through 5-PROJECTED***
- ***Basic P & L FOR YOUR PRODUCT/SERVICE IN THE SELECTED COUNTRY***
 - ***Revenue***
 - ***COGS***
 - ***GM***
 - ***SG & A***
 - ***EBITDA***
- ***MAJOR COST REQUIREMENTS (if any)***
- ***ASSUMED MARKET SHARE/PENETRATION***
 - ***IMPORTANT--TO BE ABLE TO DEVELOP FINANCIALS NEED TO HAVE GOOD DATA ON MARKET SIZE***

PLEASE INCLUDE GRAPHS & TABLES WHEN NEEDED - IT WILL LOOK BETTER



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