



STUDYDADDY

**Get Homework Help
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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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