

# **Global Business Environment and International Strategy MOD007191**

**010 Presentation Guide**

**2024-25 Tri 1**

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# Two Submission Required



# Your 10 minutes presentation must include, but is not limited to:

The CEO wants you to do a presentation that analyses the business environment of the new international markets in several countries

- a company name; (You can create one)
- a **description of the business idea**.
- the **value proposition** of the product(s) and/or service(s) the business will offer;
- the **key partners/stakeholders** , **activities and resources**;
- a **competitor analysis** and the global context of the business including supply chain and quality and project management structure;
- a **business model framework** and business risk evaluation that communicates **how your business will be sustainable**;
- **relevant data**, facts and strategies for your company

# The Marking Criteria

Criteria	Max Marks
Clarity of Planning	40 Marks
Application of Models and Frameworks	30 Marks
Data, Evidence, Referencing	15 Marks
Presentation	15 Marks

# Key Sources of Information

- [EBSCOhost Business Source Premier](#)
  - [IBISWorld](#)
  - [Statista](#)
- 
- Log In Via Institution
  - Use your ARU Credentials

## General Tips

- Please use **Harvard Referencing System** to cite sources and produce your Reference List
- <http://libweb.anglia.ac.uk/referencing/harvard.htm>
- <https://www.citethemrightonline.com/>
- It is also important that you **apply the models**
- Remember you are **making recommendations, so speak to the company**

# Presentation Structure and Content

# Title Slide

- Module name
- Presentation Title
  - E.g.: Analysis of the business environment for new international markets for Company X
- Student Number
- Artwork



# Aim and Contents

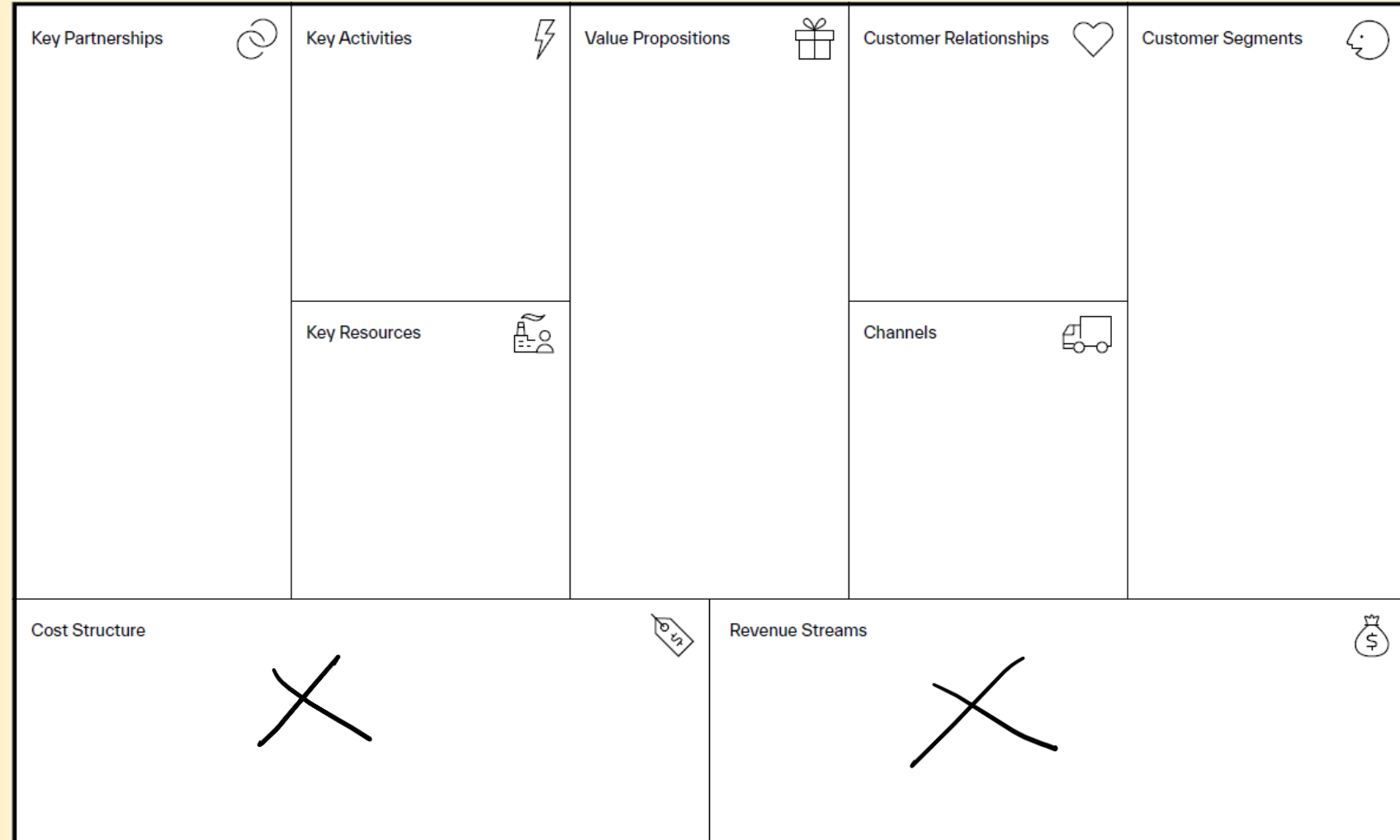
- Outline purpose of the presentation
- State what will be covered

# 1.0 Company Background

- Give a very brief overview of the business
- An introduction for your business i.e. **description of the business idea**
- Not more than 1 slide

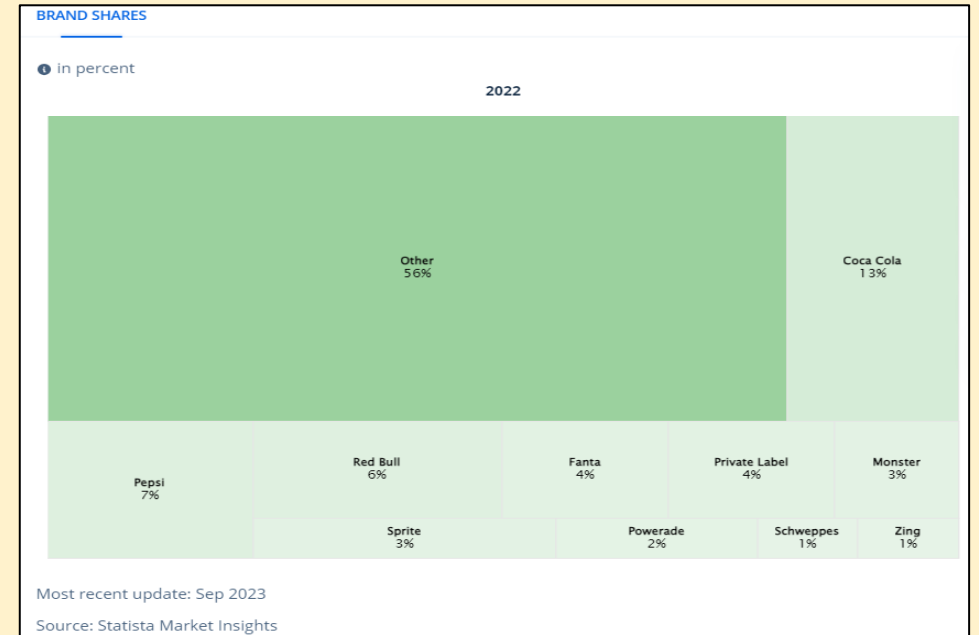
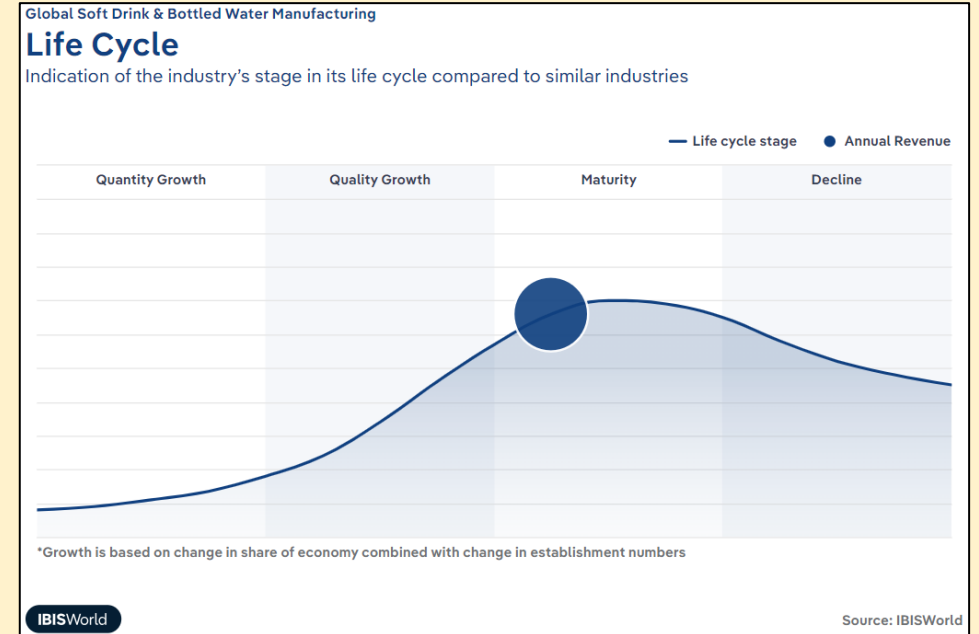
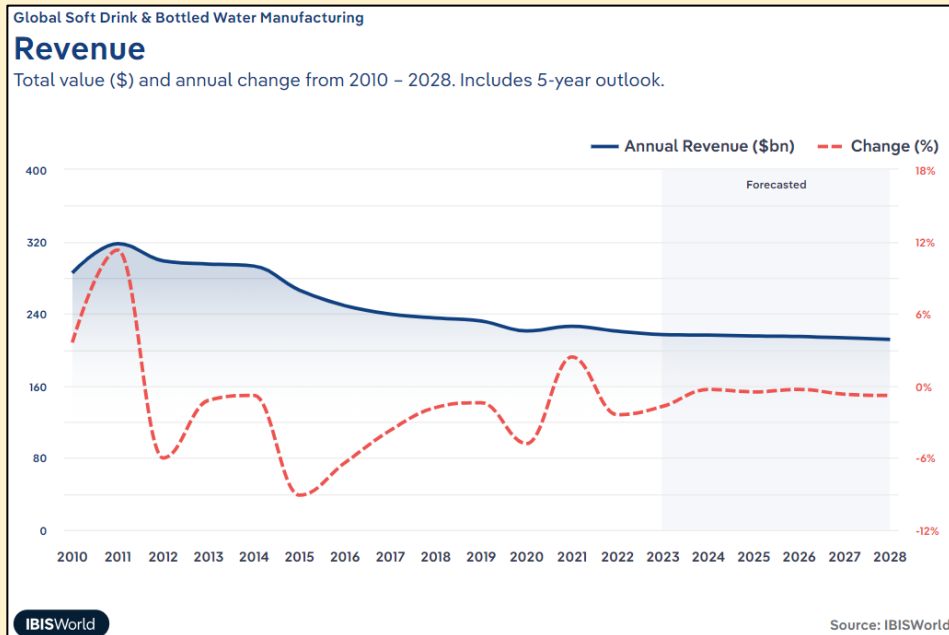
# Business Canvas Model for Company XYZ

- Use the Business Canvas Model to provide relevant details of the Current Situation



# 2.0 Industry Background

- Introduce the product/industry/sector chosen
- Give an **overview of global industry outlook**
  - Revenue, CAGR (could include a chart)
  - Indicate the industry's stage in its life cycle (include lifecycle chart)
  - Major players and their market share



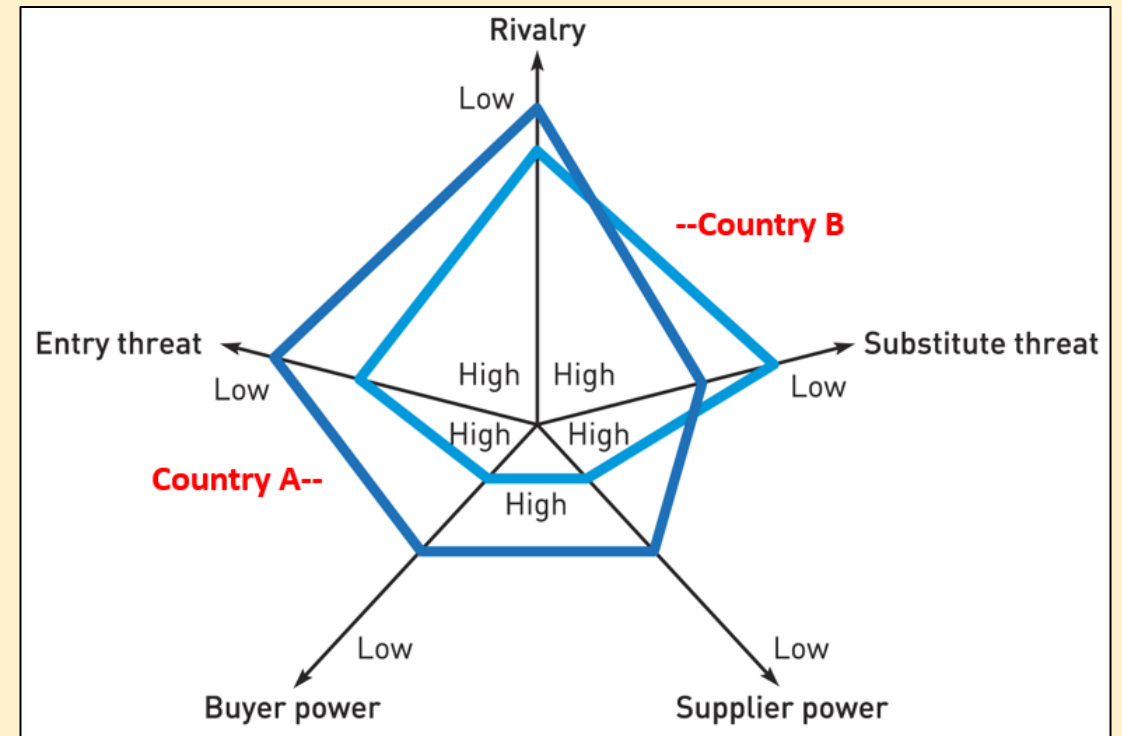
Tip:  
- Hamilton and Webster  
(2015, p.89, p.128, p.189)  
- Needle and Burns  
(2019, p.290)  
- Peng (2022) Chp 6

## 3.0 Internationalization

- Start by saying that organizations need to assess the attractiveness of various countries as markets or production locations
- State which countries are under consideration: max 3 countries to be evaluated from list provided
- Choose From:
  - Advance Markets and Emerging and Developing Markets- [IMF Country Classification](#)
  - Consider regions- [World regions according to the World Bank](#)
- **Signpost** that a PESTLE analysis, Competitive analysis, as well as a Country Competitiveness Evaluation will be conducted

# 3.1 Competitive Analysis

- Signpost in, **Introduce Porter's Five Forces Analysis** (What is it and Why is used)
- **Discuss findings by Force**, building a comparison by country
- Build a Radar Chart to illustrate Forces for each country
- **Draw conclusions** for each country in terms of its **competitiveness** and **key influencing factors**
- NB: Use [IBISWorld](#)



## 3.2 Pestle Analysis

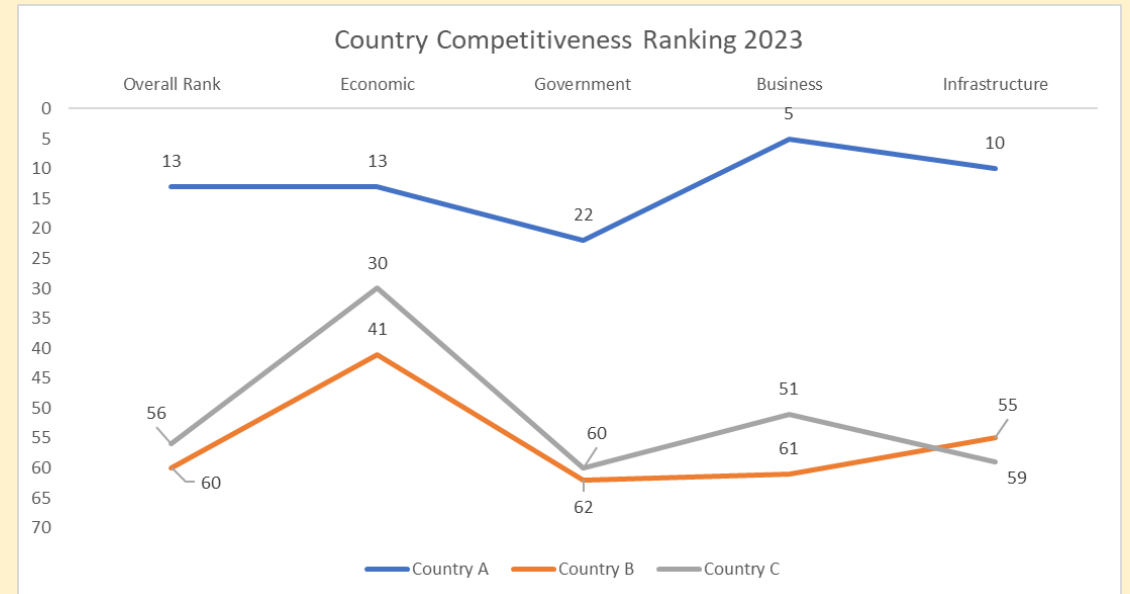
- Signpost in, **introduce Pestle Analysis** (What is it and Why is used)
- **Discuss findings by Factor**, building a comparison by Country
  - Use charts for GDP, GNP, PPP
  - <https://data.worldbank.org/>
- Build a Pestle Matrix to summarize key points
- **Draw conclusions** for each country in terms of its **opportunities and threats/risks**.
- NB: Use [EBSCOhost Business Source Premier](#)
  - Search for Country Report eg. Mexico Country Report

	Country A	Country B	Country C
Political /Legal	- Key points from research		
Economic			
Social			
Technology			
Environmental			

# 3.3 Country Competitiveness

- Signpost in, i.e. continuing the analysis of the country outlook by evaluating competitiveness
- Use:
  - IMD Country Profile  
To build comparison chart in excel
- Discuss Findings by Competitiveness Factor, building a comparison by Country

Tip:  
- Hamilton and Webster (2015, p.208-210)  
- Peng (2022, p.164) Chp 6





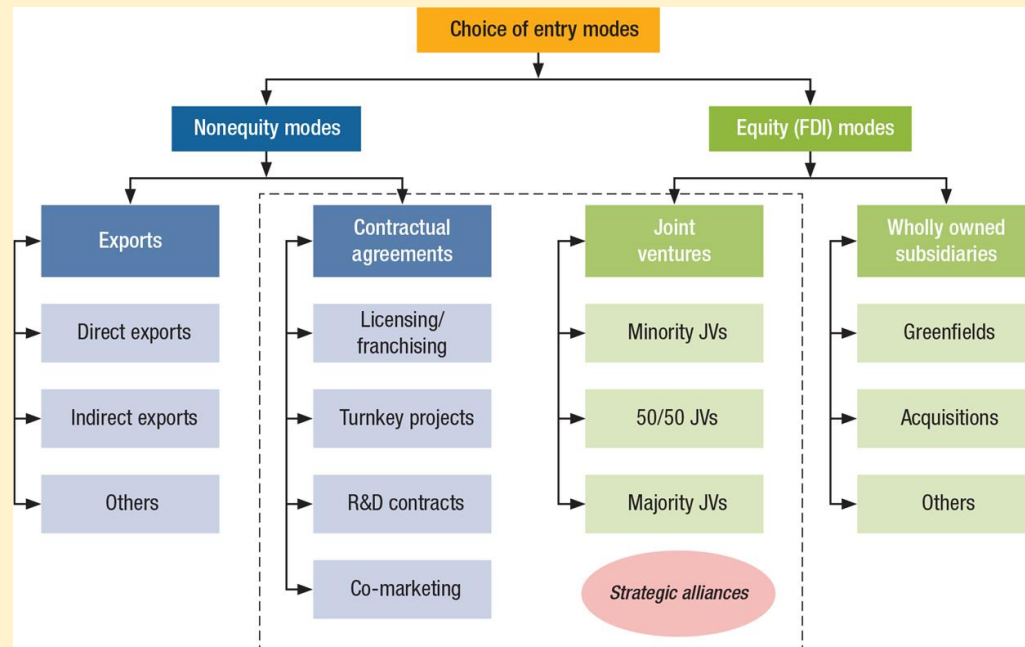
## 3.4 Analysis-Selection of Location

- **State your choice of Country** for a new location
- **Justify choice** by repeating key points from previous analyses
- Use a OT Matrix

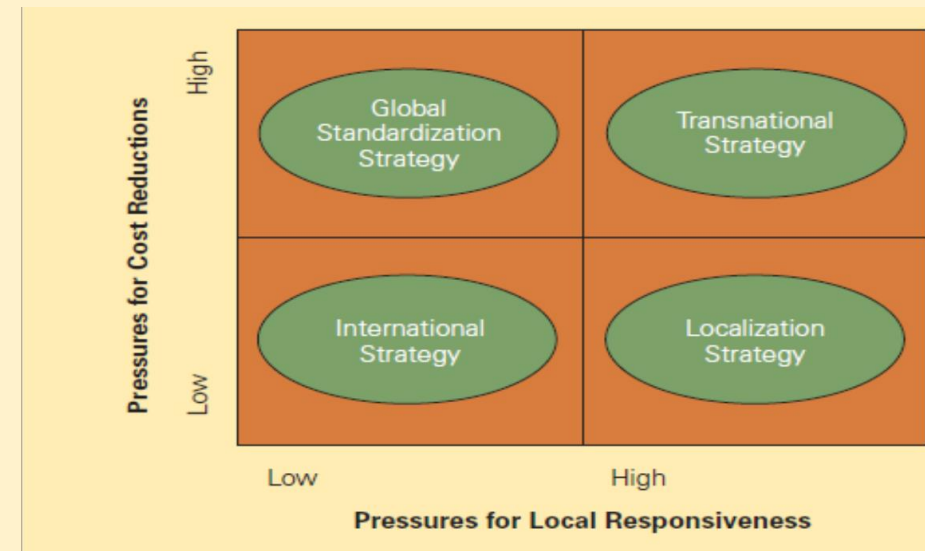
	Country A	Country B	Country C
Opportunities	- Key points from PESTLE/Five Forces etc research		
Threat/Risk			

# 4.0 Strategy for Entering Market

- Discuss **mode of entry**



- Discuss **Internationalization Strategy** to be used



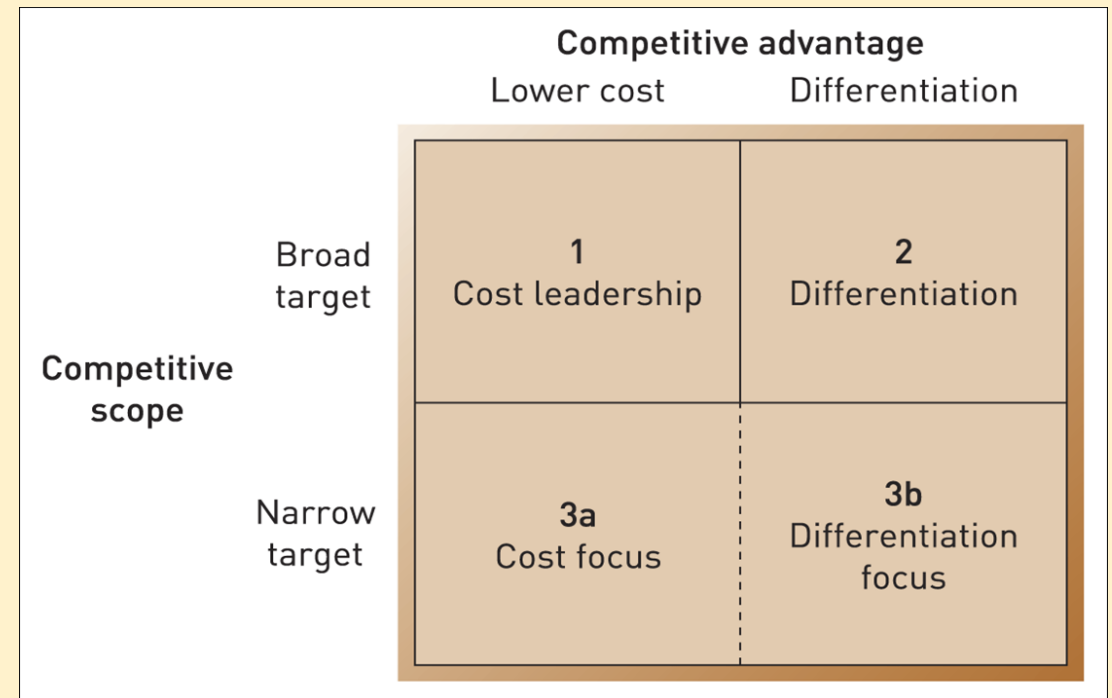
Peng (2022, p.178)

- Discuss which **Competitive Strategy** you will use

- Either:

- Cost Leadership
- Differentiation
- Focus

- What will be your source of competitive advantage?



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# 5.0 ESG Strategy

- Discuss **at least Three (3) initiatives** (one from each) that your organization can implement to resolve Threats from PESTLE analysis
- Examples:
  - Greener Vehicles
  - Renewable Energy
  - Recycling and Waste Reduction
  - Ethical Sourcing
  - Net Zero- Reduce Scope 3 Emissions



# 6.0 Conclusion

- Give a synopsis of your key recommendations in relation to:
  - Expanding internationally
  - ESG
- Could use a table to provide summary

Key Issue	Recommendations
Expanding Internationally	<ul style="list-style-type: none"><li>• X</li><li>• X</li></ul>
ESG	<ul style="list-style-type: none"><li>• X</li><li>• X</li></ul>

# Reference List

- List **all sources cited** in the body of the presentation slides and notes
- List in alphabetical order
- List full details of each source
- Please use Cite Them Right (CTR) Harvard [CTR website](#)