Global Business Environment and International Strategy MOD007191

010 Presentation Guide

2025-26 Tri 1

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Two Submission Required

POWERPOINT
TO
TURNITIN UK

VIDEO
TO
CANVAS

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

- You need to select
  - One organisation (From the 'Organisation' list below)
  - One Country (From the 'Countries' list below)
- Consider your chosen organisation would like to enter (if they are not in the country) or expand (if they are already in the country) into your chosen country.
- Study the organisation, its product/service, the target country and based on that, prepare a 10-minute recorded audio-visual PowerPoint presentation to answer the following questions, supported with your researched information, evidence and analysis.
- **Q1-** Describe the growth opportunities and possible challenges that the organisation is likely to face
- **Q2** - What are the direct and indirect competitions that the organisation may encounter
- **Q3**-Based on your research and analysis, which of the following strategy/strategies would you recommend for the organisation to adopt -
- - Cost Focus
  - Differentiation Focus
  - Product Diversification
  - Collaboration with local organisations

The Marking Criteria

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

General Tips

- Please use **Harvard Referencing System** to cite sources and produce your Reference List:
- https://myaru.sharepoint.com/sites/student-library/SitePages/cite-them-right.aspx

- 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.: Company X Market Entry Strategy for Country Y
- Student Number
- Artwork

Aim and Contents

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

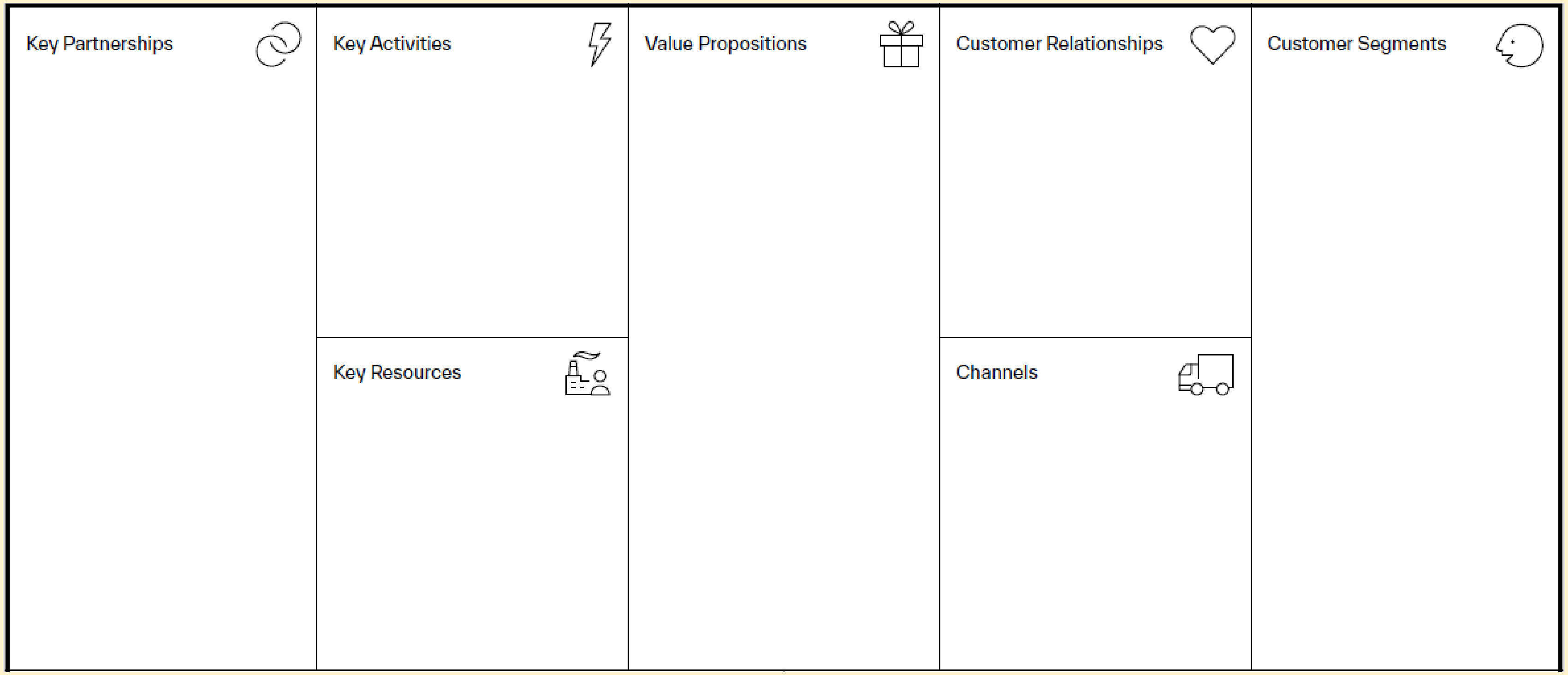
1. Organization Background

- Give a very brief overview of the business:
  - Founding year
  - Headquarters
  - The current location(s)
  - The **strategic focus** of the company
  - Key products or services offered
  - The size of the company- Revenue, Profit trends

- Introduce that further details will be provided using the Business Canvas Model

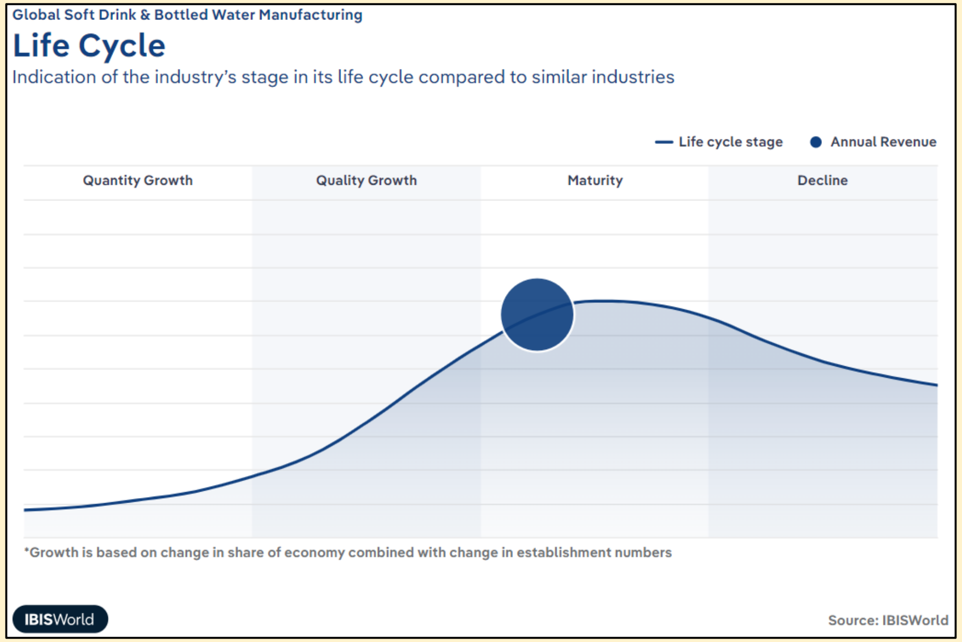
Business Canvas Model for Company X

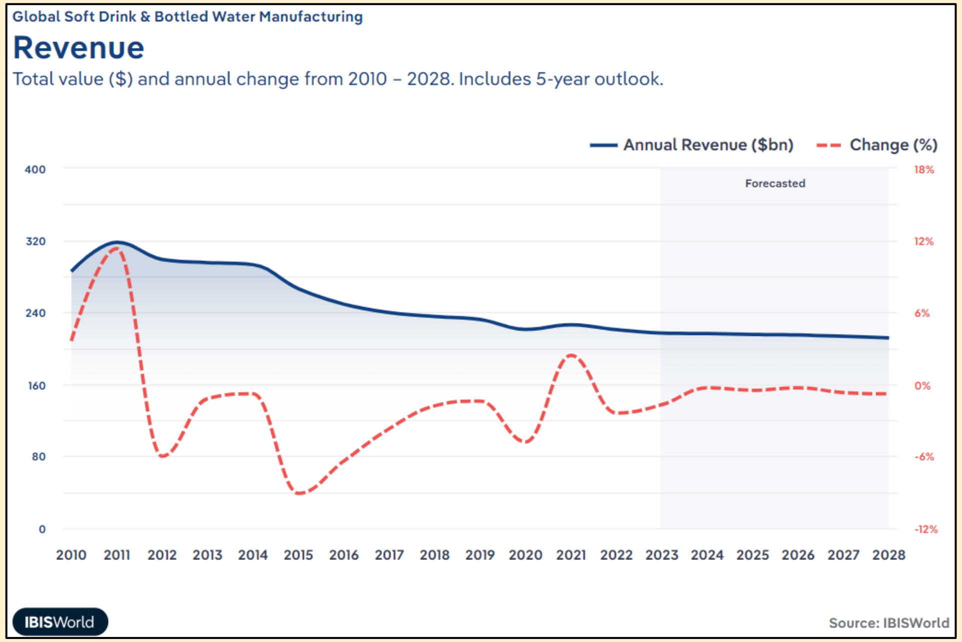
- Use the Business Canvas Model to provide relevant details of the Current Situation

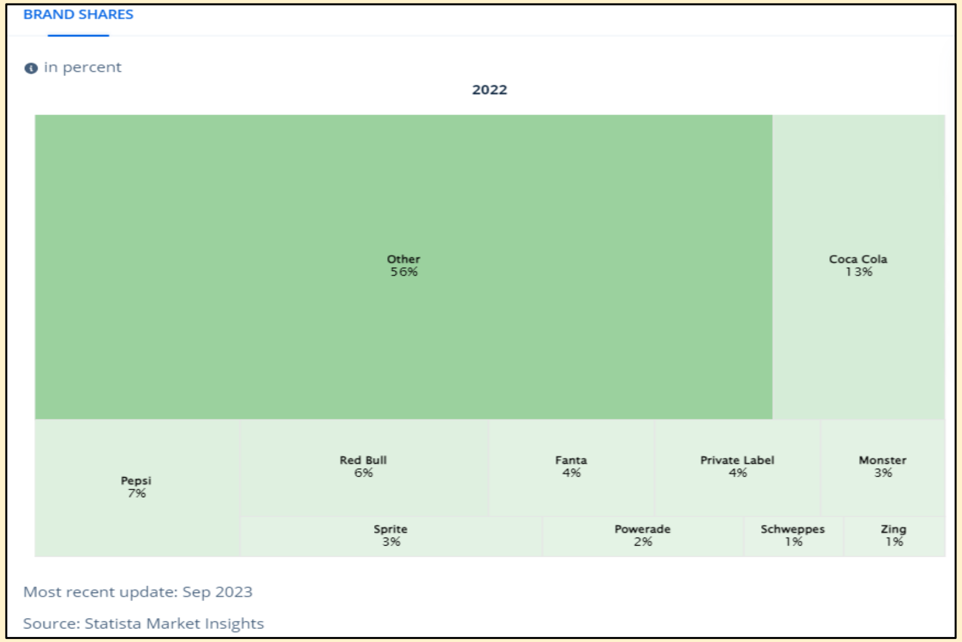


2. Industry Background

- 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

3.1 Country Selection

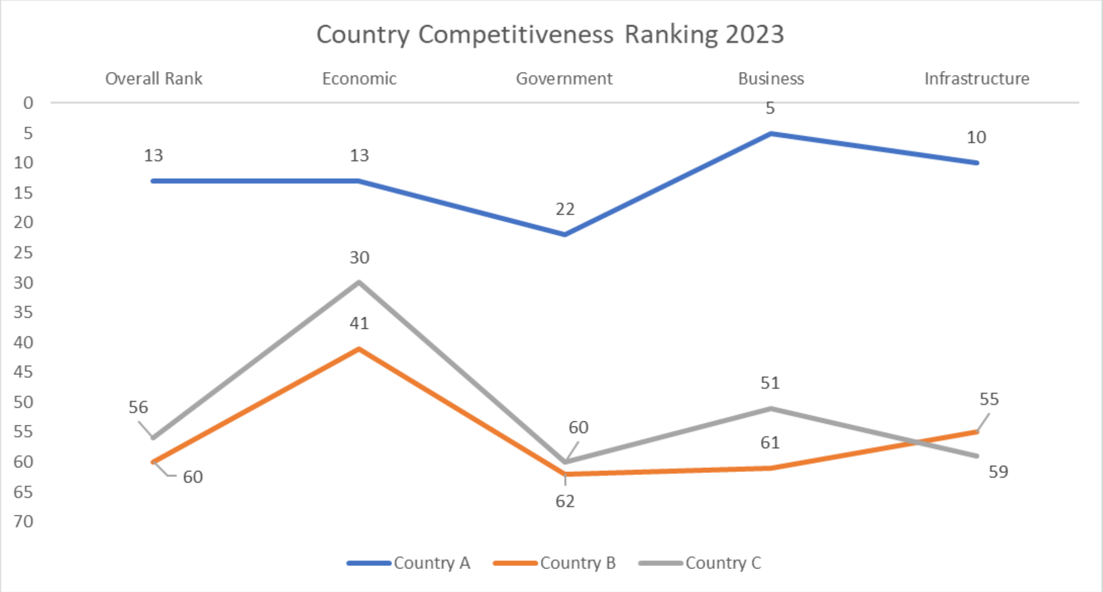
- Start by saying that organizations need to assess the attractiveness of various countries as a new market
- State which countries are under consideration: max 3 countries to be evaluated from list provided
- Choose a mix of countries from:
  - Advance Markets and Emerging and Developing Markets-
  - Use IMF Country Classification
- Signpost that a Country Competitiveness Evaluation will be conducted to determine the country for market entry

3.2 Country Competitiveness

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

- Use:
  - [IMD Country Profile]
- Use Basic Facts:
  - GDP, PPP, GDP growth, Inflation Rate
  - Build a comparison table
- Discuss Overall Competitiveness Score for each country,
  - Build a comparison chart

Key Indicators	Country A	Country B	Country C
GDP			
PPP			
GDP Growth			
Inflation Rate			



3.3 Country Choice

- Based on the country competitive analysis
- State your chosen country for entry

- State why?

4.1 Analysis of Opportunities and Challenges

- Signpost in, introduce Pestle Analysis
- Discuss findings by Factor
  - Use charts for GDP, GNP, PPP
  - https://data.worldbank.org/
- Build a Pestle Matrix to summarize key points
- Draw conclusions in terms of its opportunities and threats/risks.
- NB: Use EBSCOhost Business Source Premier
  - Search for Country Report e.g. Mexico Country Report

	Country Y	Opportunity	Threat/Challenge/ Risks
Political /Legal	- Key points from research		
Economic			
Social			
Technology			
Environmental			

4.2 Summary of Opportunities and Challenges

- Using PESTLE and other research Make a summary of Opportunities

- Using PESTLE and other research Make a summary of Challenges

5.1 Direct Competition

- Identify who are the major competitors in the chosen country
- Use a image of logos or Competitor Heat Map
- Discuss the findings from profiling
  - Who are the market leaders?
  - Why do customers buy from them instead of us?
  - How likely they are to challenge our firm directly?

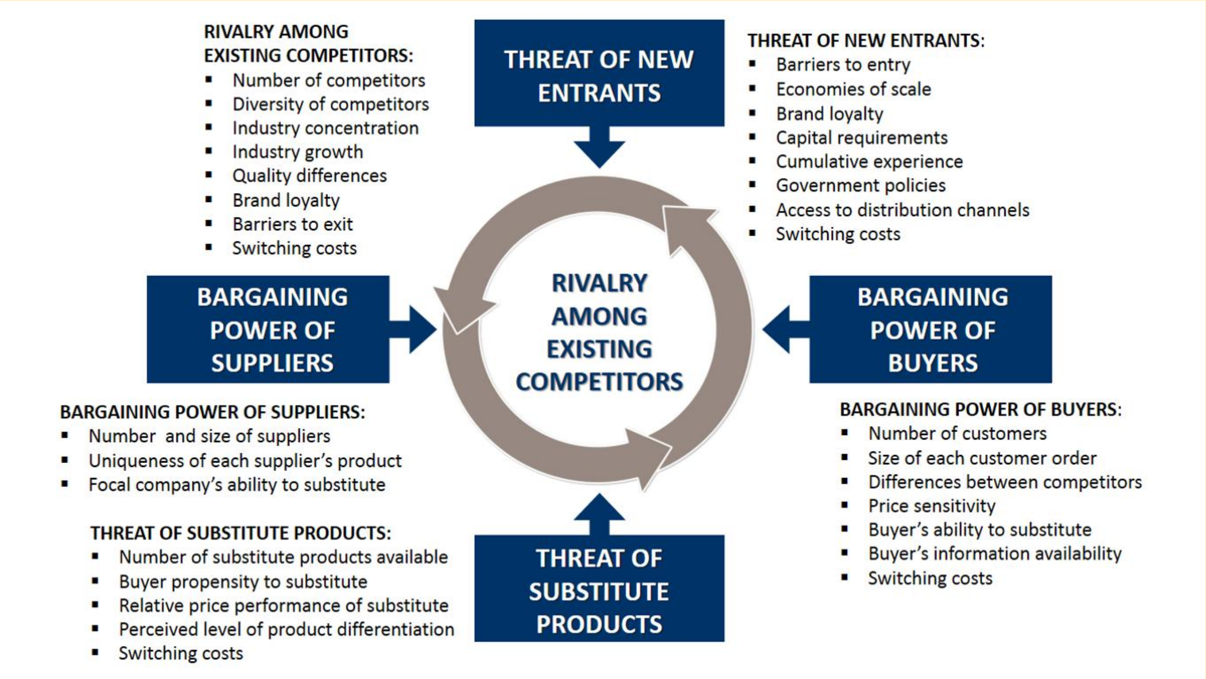
Key Variables / Indicators	Competitor A	Competitor B	Competitor C
Market Share & Scale			
Product / Service Range			
Value Proposition			
Overall Strategic Position			

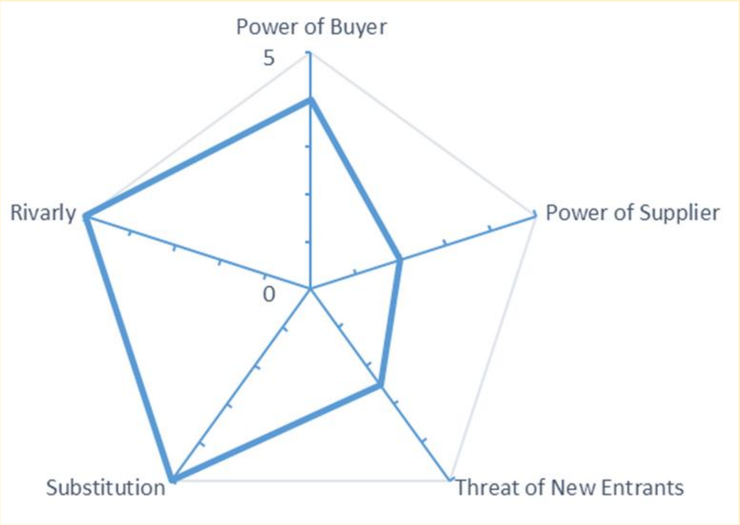
5.2 Indirect Competition

- Identify Substitutes that can rival your organization

5.3 Competitive Analysis

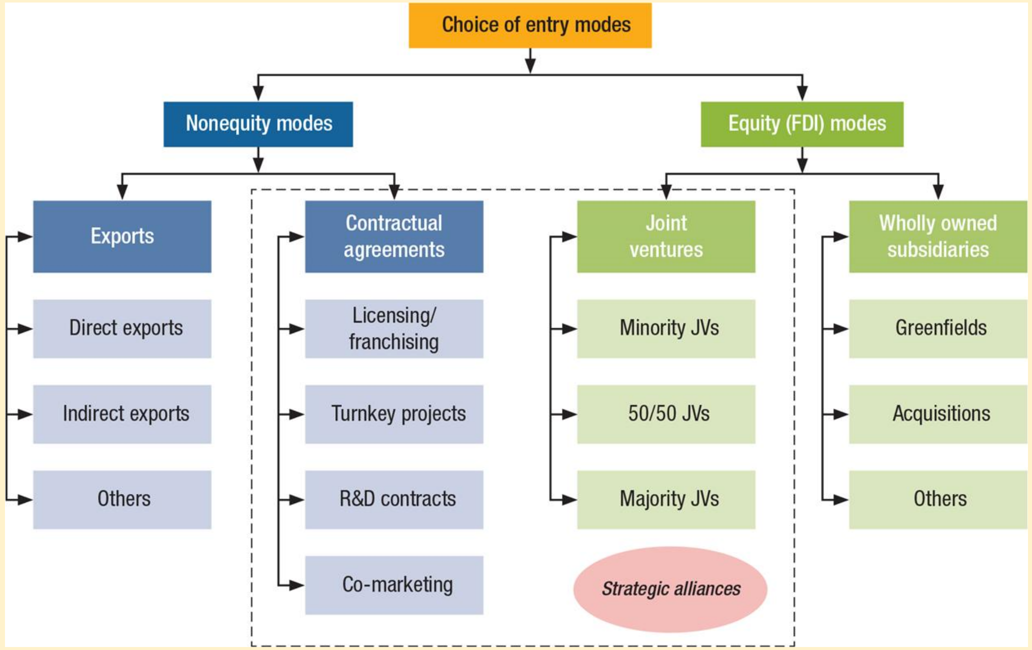
- Signpost in, Introduce Porter's Five Forces Analysis
- Use Five Forces diagram to identify the key factors influencing the forces
- Discuss findings for each Force
- Build a Radar Chart to illustrate the strength of the Forces
- Draw conclusions in terms of the competitiveness and attractiveness





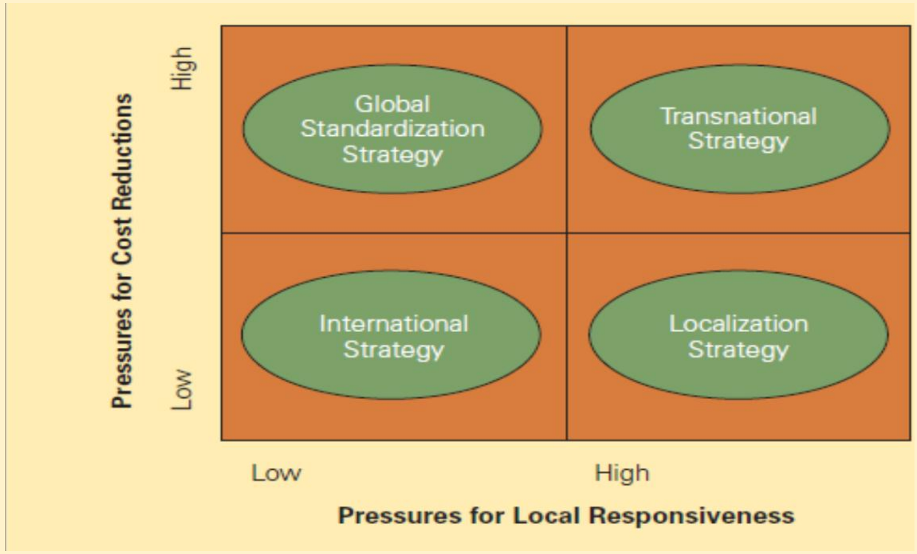
6. Strategy for Entering Market

- Discuss mode of entry



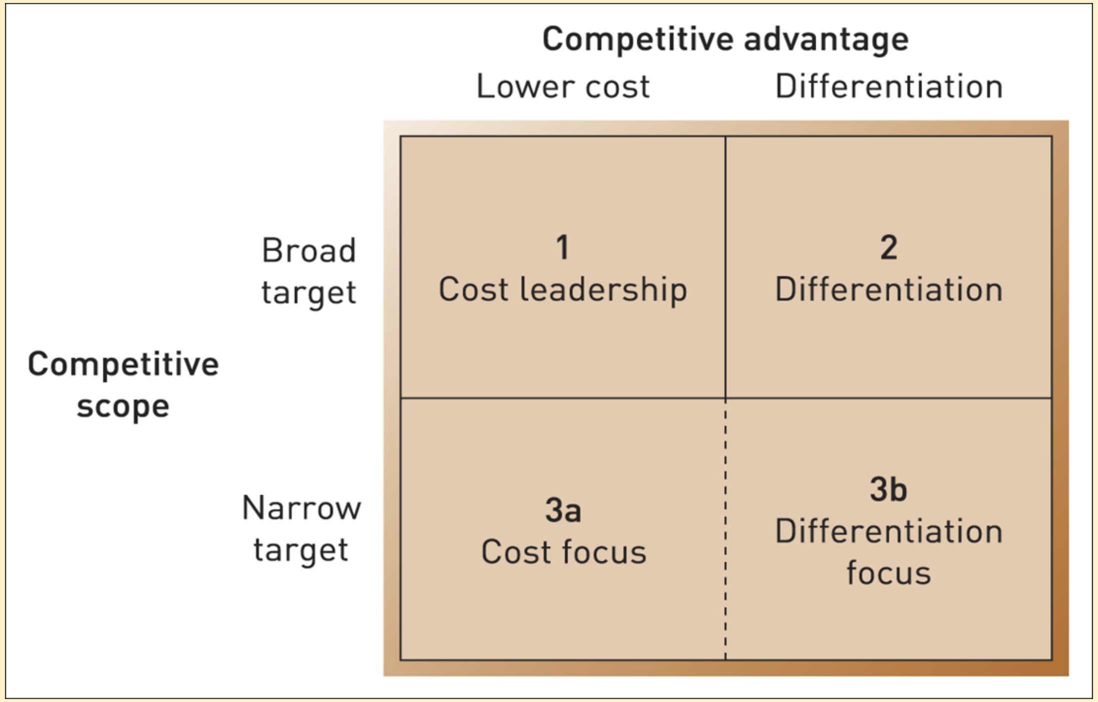
Peng (2022, p.178)

- Discuss Internationalization Strategy to be used



- Discuss which Competitive Strategy you will use
- Either:
  - Cost Leadership
  - Differentiation
  - Focus

- What will be your source of competitive advantage?



Source: Adapted with the permission of The Free Press, a Division of Simon & Schuster, Inc., from *Competitive Advantage: Creating and Sustaining Superior Performance*
by Michael E. Porter. Copyright © 1985, 1998 by Michael E. Porter. All rights reserved

7. Conclusion

- Give a short (1 slide max) synopsis of:
  - Opportunities and challenges
  - Competition
  - Strategy

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]