

Revised Assignment GBE 2024

010 - Presentation (a maximum 10-minute live PowerPoint presentation followed by constructive feedback for improvement)

60% of module marks

You have been recently employed as a new business developer for a company with a new product (please choose a product from the list below) aiming to enter a new market in a different country. The CEO wants you to do a presentation that analyses the business environment of the new international markets in several countries (please choose any three countries from the list below) and the prospects of your company.

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

- 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

Note : Please choose a product and any three countries from the list provided below and work based on those.

<u>Countries</u>	<u>Products</u>
<ul style="list-style-type: none">• Canada• Italy• Germany• France• Saudi Arabia• Turkey• India• China• Egypt• Ghana• Kenya• South Africa• Singapore• Indonesia• Japan• New Zealand	<ul style="list-style-type: none">• Electric family car• An app-based banking service• Edible vegetable oil with low fat• A chain of restaurant serving global street food• Sustainably produced fashion clothes

011 – Reflective Essay (1000 words)

40% of module marks

Using the Gibbs Reflective Cycle, examine your learning experience on this module by reflecting on assessment 010, following the 6 steps below:

- **Description** of the experience
- **Feelings** and thoughts about the experience
- **Evaluation** of the experience, both good and bad
- **Analysis** to make sense of the situation
- **Conclusion** about what you learned and what you could have done differently
- **Action plan** for how you would deal with similar situations in the future, or general changes you might find appropriate.