

Introduction to International Business

**University/College
Preparation (BBB4M)**

A Report for Potential Investors

The Task

Students were presented with the following scenario and instructions:

You are a partner in a Canadian company whose product or service has been highly successful in the Canadian market. You are now ready to expand into the international market. However, you plan to proceed cautiously, opening in only one location in one country. You need to attract new investors. You will research current market conditions in your selected new location and write a report for potential investors that outlines your plan for expanding into the international market.

Note: You will determine a product or service and create your own fictional company, but all information provided about the international market must be based on accurate facts. You are not asked to include financial projections with your report, since the preparation of financial statements is outside the scope of this course.

Final Product

Each student was to submit a report for potential investors that consisted of:

- an executive summary;
- a profile of a fictitious Canadian company, including a rationale for expanding into an international market;
- a description of current market conditions in the new location;
- an assessment of the needs and wants of consumers in the new location;

- an analysis of required modifications to the company's existing product or service;
- a distribution plan;
- a bibliography.

Note: Although students were required to submit a bibliography, it was not evaluated as part of the exemplar task.

Expectations Addressed in the Exemplar Task

This task gave students the opportunity to demonstrate achievement of all or part of each of the following expectations selected from three strands: Business and Trade; Factors Influencing Success in International Markets; and Marketing Challenges, Approaches, and Distribution.

Students will:

1. describe the legal, cultural, and economic factors that must be addressed to market a product internationally;
2. determine the importance of understanding consumer differences when marketing globally;
3. describe the modifications made to goods and services to adapt them to the cultures of other countries;
4. explain why some companies are much more capable of achieving international business success than are others;
5. explain the factors that motivate companies to engage in international business.

For information on the process used to prepare students for the task and on the materials and resources required, see the Teacher Package reproduced on pages 87–92 of this document.