MARKET EXPANSION FEASIBILITY ANALYSIS

Start with introduction, and paragraphs should consist of 3-5 sentences

1. Describes the social, political, and legal structures and hierarchies of a country relevant to market expansion, citing specific references.
2. Compares the social, political, and legal structures and hierarchies of a country to those of the United States.

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| 1. Describes the cross-cultural communication issues that could result from differences in the social, political, and legal structures and hierarchies of a foreign country and those of the United States, citing real-world examples.
2. Assesses market potential, considering the market situations of 2–3 competitors. Explains why competitors in the market have, or have not, been successful, and establishes a product's position in the market.
3. Determines the price for a product in a competitive market, including sales potential.
4. Identifies potential barriers to entry into a foreign market, including associated risks.
5. Analyzes the key considerations for conducting production operations abroad, and provides justification for prioritizing these considerations.
6. Identifies the key fiscal considerations that might affect profitability.

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| 1. Proposes a company management structure suitable for business operations abroad, based on the business culture of the host country. Provides justification for the proposed management structure.
2. Proposes an international business strategy for launching and promoting a product, based on an assessment of relevant issues, risks, and opportunities. Supports the proposed strategy with references from the literature.
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