**Appendix A**

You own your own company and would like to “go global!” Research a potential market and product to get your export operations started and present your findings to potential investors. Explain how and why you chose your market and product.

Create a 15-to 20-slide (plus one reference slide) **Microsoft® PowerPoint®** presentation with detailed speaker’s notes that analyzes a potential international business opportunity. Include at least 3 resources besides the textbook. Use the outline below and the information you gathered throughout the courseto complete the assignment.

* Introduction
* Description of product to be exported
* Characteristics of target market
  + GNP/capita
  + GNP/capita growth rate
  + Size of market
* Market screening
  + Basic need potential
  + Exchange rate trends
  + Import restrictions
  + Price controls
  + Government and public attitude toward buying American products
  + Size, number, and financial strength of competitors
  + Sociocultural forces
    - Attitudes and beliefs
    - Languages
    - Education
* Export marketing strategies
  + Promotion methods
* Conclusion