**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