**PS:** we are doing a group assignment andmy part of the assignment is in red color (b) please in two pages do that portion of the assignment. Host country – (USA), Home country – (Indonesia), and the product chose is (‘Spaghettios’) product of Campbell's Company.

Here what you got to do:

* 1. **Explain products (‘Spaghettios’) product of Campbell's Company. (Product, price, promotion and place) to respond to the economic, political, social, legal, cultural, and ethical differences in the country’s marketing environment.**

**Assignment 1: Group assignment in detail:**

In this assignment, identify a country and product that could be (or has been) introduced in a developing countries. Provide a background analysis of the country’s economic, political, social, legal, cultural, and ethical environments and discuss how could this company succeed by meeting the needs of the underserved in your chosen country? In your Introduction paragraph, clearly tell the reader the country chosen and the product chosen. In the Marketing Strategy section, define the goals and objectives of your marketing plan. Next, discuss in-depth your proposed marketing strategy and how you will adjust the 4Ps (product, price, promotion and place) to respond to the economic, political, social, legal, cultural, and ethical differences in the country’s marketing environment. In the Conclusion section, discuss the home-country and host-country perspectives and how your proposed marketing plan will satisfy both of these interest groups.

Length: 5-7 pages (app. 350 words per page). Your response should reflect scholarly writing and current APA standards. Be sure to adhere to University's Academic Integrity Policy.

**Assigmnt Outline**

Host country – USA, Home country – Indonesia,

Product – ‘Spaghettios’

1. Introduction – state country & product chosen (2 paragraphs)
	1. Body – Define market, market trends, marketing strategy, defining goals and objectives, and how you will adjust the 4Ps (product, price, promotion and place)
	2. **Explain products (‘Spaghettios’) product of Campbell's Company. (Product, price, promotion and place) to respond to the economic, political, social, legal, cultural, and ethical differences in the country’s marketing environment.**
	3. SWOT analysis
	4. Strategic actions – campaigns, sale activities, advertising etc
2. Conclusion – discuss home and host countries’ perspectives and how the marketing plan will satisfy both interest groups

5 members – two pages each