

# International Marketing

Objective 1

Feedback on country choice

Group name: Five Guys

Your country choice: No - think of a different country

Feedback on country choice

Let's take the product more towards the West

Feedback about product

Ok – you have a set of tools but

- start to think about the key features
- What is going to make these products competitive
- Yes – Toptul – yes (they have opened one store in Taichung)

Feedback on presentation

Mask is hurting your volume . . .

“Turn to international sources . . .” - be careful this could be understood as a political statement