

International Marketing

Objective 1

Feedback on country choice

Group name: Kenchana Ding Ding Ding

Your country choice: No - think of a different country

Feedback on country choice

Germany is very competitive and mature market. Think of East Europe, instead?

Feedback about product

Tell us more about the product

Stanley is a brand – from America – not a local tool firm (Taiwan tool company needed)

Note – not necessarily screwdrivers as long as it is handtools

Feedback on presentation

14.04-14.09

Many interesting ideas here but reduce the words on the slide

Change the font from Times New Roman to a non-serif font – easier to read

Animate!

Triey – check spelling in the picture

Thank you for listening