

The semester project

1.1. Introduction to the term project

The project is about developing a marketing *entry* strategy to enable a local product to enter a overseas market. The project starts with me assigning a product to each group. You then will focus on three objectives: *first*, to choose a target country-market, *second*, to analyse this country's cultural and economic environment, and then, *third*, develop a marketing entry strategy for your product.

1.2 Objective 1– choosing a target country-market **Due 17th March**

Check the class sheet in the Cloud to see which product (details below) is assigned to your group.

To market a product, you must *understand* your product. Now is the time to start that journey. What are the characteristics of your product? What are its' benefits? Where do you see it locally? Where do you see it overseas? Why do you think customers are buying it overseas?

Think about a potential target country for your product. Do not forget a country where the product is *already popular* means the market is competitive and will be difficult to enter.

1.3 Local products

Product 1: Taiwan drip coffee (e.g., Jing Pin Coffee)



- This coffee is grown, roasted and marketed locally.
- It is sold as drip coffee.
- They benefit from the local trend to drink coffee.

- Can they find an international market opportunity for their product?

Product 2 Maestro Wu - Knives

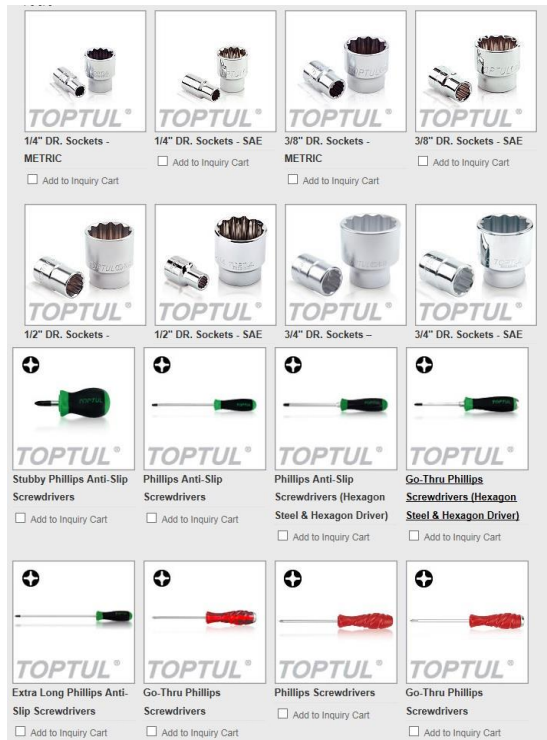


- This company sells a wide range of knives
- The product is a craft product made entirely by hand.
- It has an exciting local story

- Some aspects of the product are customizable
- Who are competitors?

Product 3: Hand tools e.g., Toptul –

<http://www.toptul.com/?lang=2&TTo=en>



- This firm sells a range of hand-tools.
- These are suitable for DIY as well as professionals at work.
- The products are mid-range quality but distinguished through the use of good quality steel that is hard to source elsewhere.

1.2 Presentation aims

There are two aims for the presentation:

1. Share the name of the target country for your product.
2. Explain why you think this country is a good target.

1.3 Presentation

You should prepare a presentation on your project.

Do not use Canva (more pretty icons and less message)

Use PowerPoint (more message and less pretty stuff)

- 👉 The presentation will last a **maximum of 5 minutes**. (Five minutes = five minutes.)
- 👉 You can choose how many people will present. (I would suggest everyone in your groups says something, though.)
- 👉 Upload your presentation to **my cloud** on **17th March before class**.

NOTE: file name is [your_group_name].pptx (e.g., taiwan_tigers.pptx).