

## **Guidelines for the project work**

The project work is aimed at showing knowledge and skills that you have acquired during the course. You will work in group and have to create your own company and define the marketing strategies to place your product in a foreign country.

In order to develop properly this assignment, you have to respect the following instructions.

1. Define name of your company, home country and product manufactured (type and brand).
2. Identify a foreign country (or a specific geographical area) where you want to place your product and analyse its features (economic, political, cultural, social factors; entry barriers).
3. Analyse demand and identify your customer target. Define your positioning in that market.
4. Choose the appropriate mode of entry in the foreign market (direct/indirect export? franchising? alliances/joint venture or direct investment?).
5. Define the product strategy: standardization or adaptation? (same or different product/name/brand?) In case of adaptation, which kind of changes you intend to implement for your product?
6. Realize the communication strategy: type of message and type of tool you want to use to communicate (e.g. personal selling, advertising campaign, Instagram, etc.).
7. Define pricing (N.B. it needs to be coherent with company image and positioning!)

### **Information about the paper illustrating the project (editing)**

- The paper must be written in English in a word file. No more than 20 pages (tables, graphs and figures included).
- In the first page you have to highlight name of the company, names of group's members, and the section that each member is responsible for.
- Index of subjects (titles of paragraphs are the seven issues listed above)
- You can use figures, schemes, and tables and whatever you think it is useful for the project.

**Submission deadline: May 9<sup>th</sup>**

### **Information about the presentation**

- Presentations of all projects will take place the last week of the course and each group's member has to present the specific part that is responsible for.
- Be sure to prepare appropriate slides for your group's presentation, uploaded in one unique file. No more than 20 slides since each group has 20 minutes for the overall presentation. So be careful in managing the time available.

*Don't be afraid to make something wrong...*

*Try to highlight not only strengths but also weaknesses and doubts about your project. Class discussion can be surely useful to catch new ideas and find out possible solutions for your international marketing strategy!!! 😊😊😊*