

Group Project Part II: Company Analysis		Which Country?
1. Submission and Format	Comments	Your Score
<ul style="list-style-type: none"> • Submission on Time • Effective Organization • Clarity in Writing 	Yes/No	30 points
2. Content Write-up	What company?	
<ul style="list-style-type: none"> • Company 1 (SME vs. MNE) 1) Brief description of company (employees, location) 2) Brief description of its products or services 3) Industry: Identification of “who” buys these products or services 4) Please cover different strategies for: 1) Small and Medium Enterprises: please cover their entry strategy: Exporting, FDI etc (as mentioned above; 2) Multinational Enterprises: please cover their strategies we discussed in Chapter 12, home replication, global, etc. 5) For the implementation of your strategy, e.g. When? How? What partners and intermediaries? etc. 6) WHY (either based on facts or an "educated" guess from what you found out in your country analysis) your assigned country is a possible market for the company (Please refer to the tasks under Global Market Opportunity Assessment). 7) And finally: State why or why not your group thinks this company might be interesting to work for in the future 	2 points for the first four items and 3 points for the next three items	NOTE: 1) 20 points for each company. 2) Two out of three companies are SME. 3) Total is 60 points

- **Company 2 (SME vs. MNE)**

- 1) Brief description of company (employees, location)
- 2) Brief description of its products or services
- 3) Industry: Identification of “who” buys these products or services
- 4) Please cover different strategies for: 1) Small and Medium Enterprises: please cover their entry strategy: Exporting, FDI etc (as mentioned above; 2) Multinational Enterprises: please cover their strategies we discussed in Chapter 12, home replication, global, etc.
- 5) For the implementation of your strategy, e.g. When? How? What partners and intermediaries? etc.
- 6) WHY (either based on facts or an "educated" guess from what you found out in your country analysis) your assigned country is a possible market for the company (Please refer to the tasks under Global Market Opportunity Assessment).
- 7) And finally: State why or why not your group thinks this company might be interesting to work for in the future

- **Company 3 (SME vs. MNE)**

- 1) Brief description of company (employees, location)
 - 2) Brief description of its products or services
 - 3) Industry: Identification of “who” buys these products or services
 - 4) Please cover different strategies for: 1) Small and Medium Enterprises: please cover their entry strategy: Exporting, FDI etc (as mentioned above; 2) Multinational Enterprises: please cover their strategies we discussed in Chapter 12, home replication, global,
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etc.

- 5) For the implementation of your strategy, e.g. When? How? What partners and intermediaries? etc.
- 6) WHY (either based on facts or an "educated" guess from what you found out in your country analysis) your assigned country is a possible market for the company (Please refer to the tasks under Global Market Opportunity Assessment).
- 7) And finally: State why or why not your group thinks this company might be interesting to work for in the future

3. Analysis

10 points to award for an excellent report

- Relating our class learning with Wisconsin-based firms – searching and identifying interesting firms Yes/No, if not what suggestions?
 - Identifying challenges and risks for each of international business strategy
 - Creativity in providing recommendations for these Wisconsin-based firms
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