

AGB 318: International Marketing Plan Final Project

Prompt: You work for a consulting company. Company A has approached you about bringing their new (or improved) product to consumers in a foreign country. They have asked you to create a marketing plan. The product must be a food item that is not currently marketed in that country.

Your assignment is to design a plan that will make this product/commodity or service a profitable proposition. Your marketing plan should make clear to your client how your product's attributes differentiate it from the competition and the profits or benefits that can be derived from it. You should be clear on the changes you have made to the product to be successful in your chosen country.

You must show financial evaluation and justification for a three-year time period, including projections for sales and operating costs. You should also set a realistic market situation (distribution channels, capacities, anticipated profit or losses) and objectives (sales volume, market share, effective competition).

All goals and objectives should be justified. You must explain how you measure pre-existing conditions and monitor or evaluate results. Your marketing plan should be aimed primarily at generating and maintaining sales/service to your customers, increasing market share and building awareness among people that are influential in the purchase.

The marketing plan must be 5 pages, with an additional works cited page. This professional document should use different fonts, graphics and colors to highlight key information.

The presentation can take no more than 10 minutes. Design and focus your presentation as if you were addressing key decision makers with no knowledge of the product or country. Assume that product development has done its job and the product has been approved to go to market. Your job is to market it. Your presentation may include visual aids.

Your presentation and marketing materials must be submitted by **Sunday June 10th** at midnight by one member of your group.

You will be graded on:

Marketing Plan

- Design: Uses fonts, images etc. effectively to maximize information given space
- Information arranged logically
- No more than 5 pages
- Includes works cited at end
- Mission Statement/Introduction
 - Describe chosen company, including any relevant history or metrics
 - State product
 - State goals and strategy overview
- Describe relevant characteristics of your chosen country (approx 1 page)
 - Culture: politics, history, geography, demographics, trends, preferences etc.
 - Look at *“Elements of a successful international marketing plan”*
 - Information relevant for marketing plan
- Market analysis
 - Market size
 - Trends
 - Target segment(s)
- Competitive analysis
 - Market share
 - SWOT
- 4 P’s
- Marketing strategy
 - Identify opportunities
 - State your plan
- Financial elements
 - Anticipated gross and net sales
 - Anticipated costs (including promotional costs)
- How will your goals be monitored and measured?
- Conclusion statement

Presentation

- Presentation skills (not using notes, maintaining flow etc.)
- Slide design and layout
- Slides include most significant points from marketing plan
- Enthusiasm/salesmanship
- Creativity
- Ability to respond to questions