Unit II-International Expansion Proposal

JoAnn Syverson and Holly Littlefield

Business Administration 3033: Business Communication

Assignments-lengths and times:

- Gantt chart-1-2 pages
- Final Proposal Report-approximately 5,000 words
- Dress Rehearsal
- Final Presentation-20 minutes
- Press Release-500 words

Assessment: 45% of course grade

- GANTT chart (participation grade)
- Final report 20%
- Presentation delivery (individual grade) 10%
- Presentation content (team grade) 10%
- Press release (individual grade) 5%

Goals:

- Writing and presenting collaboratively
- Formulating recommendations persuasively
- Gathering and interpreting data
- Giving/receiving feedback
- Incorporating persuasive techniques into writing and speaking
- Creating, writing, and editing proposals and Gantt charts
- Integrating graphics and text within a document
- Understanding the importance of credibility in communication
- Integrating written, visual and oral communication skills
- Assessing intercultural opportunities and challenges

Here's the procedure:

Scenario:
In teams of four you will select an international company based in the United States. (You will be given a list to select from.) Your team is part of your company's international expansion division. Your director has asked you to do some initial research and recommend the next site that your company should explore for international expansion. Research your company's
international expansion history and goals; consider the most important elements and criteria for your company to examine when choosing their next site. Pay particular attention to your company's goals and reasons for international expansion. Generally, they will be looking for either a new market for their products or a good place to locate a manufacturing operation. The focus of your research will vary significantly depending on what your company's goals are. Are their primary concerns:

- A good labor environment-low wages, little corporate regulation, plentiful supply of workers, etc?
- A market for their product-enough customers who have enough money to buy their products, a culture that welcomes or needs these products?
- A government who is supportive of foreign investment-tax incentives, low tariffs, investment incentives, etc?

Now, based on your company's needs, research countries around the world (where your company is not already located) that might be a good location for your next international expansion. Consider what part of the world makes the most sense for its next expansion, and select one country that might be a good future site and that warrants further investigation. You will write a report and give a presentation to recommend sending a site team to that country to gather site-specific data. Show senior management that this country is worth devoting significant funds and resources to for further investigation (site team investigations are fairly expensive).

Your research should include interviewing a person who has lived in (not just visited) or conducted business in your selected country. You should be sure to address the areas of most concern to your company-markets, potential customers, corruption, business exceptions, economy, population, demographics, culture, political system, working conditions, labor laws, government regulations, taxation, etc. Analyze the country's business environment; do not just write a general description of the country. You must address both the benefits and the challenges that this country will present to your company. Explain why you think that benefits outweigh the negatives and anticipate how you might handle the challenges. Explain why your country would be a better location than other countries in that region. Show that your business will probably be successful there, perhaps by looking at other similar companies or industries that are already there.

**Deliverables:**

- Gantt chart
  As a team create a Gantt chart detailing each step of this project-including all deliverables. Give start and end dates for each step and list who is responsible for each. Be sure to show what is in progress, what has been completed, and what is yet to be done.
• **Report**
  As a team create a report (about 5,000 words) that persuades senior management to send a site team to further investigate the country you recommend. The report should include all the standard elements of a business report (see guidelines sheet for the specifics).

• **Presentation**
  As a team, create and deliver a presentation to your company's senior management that includes all the key elements of your report and persuades them to send a site team to your recommended country. Your presentation should be 20 minutes long including a 2-minute question-and-answer session. All members of your team must speak for about the same amount of time. You should use PowerPoint slides to accompany your presentation.

• **Press release**
  Individually, you should write a press release announcing that your company is going to expand-open a factory, sell products, open a store, etc.-to your selected country. The audience for this press release is readers in the expansion country. *You are not writing for an American audience.* Carefully consider the concerns and issues that your international readers might have with your company's plans. Address those issues and subtly persuade readers in your selected country that your company's international expansion plans will be a good thing for their country. Press releases should present the company in a positive way while not sounding like an advertisement. Remember to use newspaper style-third person, inverted pyramid format, etc. Feel free to make up quotes from company executives or government officials for this assignment.