

Assignment Brief

| | | | |
|--------------------------------|-------------------------|-----------------------|------------|
| Module Title: | International Marketing | Module Code: | MMP_7_IMK |
| Assignment No/Title: | 02/Individual Report | Assessment Weighting: | 70% |
| Submission Date: | 09/12/2022 | Feedback Target Date: | 13/01/2023 |
| Module Co-ordinator/ Tutor: | Luu Thanh Tan Nguyen | Word count | 3,500 |

Submission Instructions:

This assignment is to be submitted electronically

- This assignment must be submitted electronically by 4.00 pm on the submission date.**
- To submit electronically you must upload your work to the e-submission area within the respective module on Moodle.
- Multiple drafts can be submitted up to the submission date.
- Please remember you must leave at least **24 hours** between submissions if you make changes to your work. Each submission will overwrite the previous one until the due date and time has passed.
- You are reminded of the University's regulations on cheating and plagiarism. In submitting your assignment, you are acknowledging that you have read and understood these regulations.
- You are reminded that it is your responsibility to keep an electronic copy of your assignment for future reference.
- Your citation needs to follow the Harvard style referencing.

The Assignment Task(s)

This Assignment was developed to assess the following Learning Outcomes:

- Apply a wide range of theoretical knowledge and relevant methodologies to assess the international marketing environment for the purpose of identifying global opportunities, selecting/entering appropriate markets and designing global marketing strategies.
- Develop in-depth knowledge of theoretical concepts related to global marketing mix elements, differentiated buyer behaviours, global supply chain management, distribution channels, big data, digital marketing and analytics
- Analyse complex international environments and market scenarios using relevant data and strategic frameworks and concepts.
- Apply international marketing theories to enable the identification and management of relevant target international markets, derive relevant market entry and international marketing strategies.

The brief for this assessment is as follows:

The individual report is based on a case study chosen by the students. The report should cover a single question of one case study. Students should provide an in-depth analysis to answer the question successfully. They are expected to demonstrate thorough research skills, capabilities of using relevant theoretical concepts, academic resources and secondary data to provide strong arguments and depth analysis in answering the questions and useful recommendations/solutions for the case study. Students must use the report template that can be found on Moodle site. The six case studies and questions can also be found on Moodle site and below:

| No. | Case Study | Questions |
|-----|------------|--|
| 1 | Bollywood | <p>Question 1: Based on Hofstede's 5 cultural dimensions analyse the Indian culture. Identify and discuss what is specific and what is universal in Indian films. What features of Indian films would Western audience not capable of understanding?</p> <p>Question 2: Discuss whether there is a sustainable market for Indian movies in the United States and Europe. If so, identify and discuss the target audiences in terms of ethnic groups versus general public.</p> <p>Question 3: If you were Nico Rogosky, Account Executive for Pentagram Asian films North America, what possible aspects of Indian films would you advise Anjali Kumar, Bollywood producer, to adapt/modify in order to entice larger audiences of Western viewers in the future? Explain your answer.</p> <p>Question 4: Analyse the impact of Covid-19 pandemic on the film industry in general and Bollywood in particular. Do you think India's iconic movie-making industry will still rely on traditional cinemas after Covid-19 or online streaming on platforms such as Netflix and Amazon would be the next normal?</p> |
| 2 | Tesco | <p>Question 1: At the end of August 2011, Tesco has announced its exit from Japan. Critically assess those factors that compelled Tesco to withdraw from the Japanese Market.</p> <p>Question 2: Critically evaluate Tesco's expansion into the US market. Do you share the opinion of many retail analysts that the venture was doomed from the outset? Explain your answer.</p> <p>Question 3: Critically evaluate the attractiveness and challenges of the Indian food retail market to Tesco. If Tesco decided to expand into the Indian market, would the decision be justified?</p> <p>Question 4: Due to Covid-19 crisis, consumers in the UK have increasingly shopped their groceries online and this trend will be likely to continue (Nielsen report, 2020). Discuss strengths and weaknesses of Tesco in the UK's online grocery market and provide recommendations to sustain its online development strategy in the future.</p> |
| 3 | IKEA | <p>Question 1: Identify and discuss the opportunities and challenges of IKEA's operations in China and Japan. Discuss how the company should overcome these challenges.</p> <p>Question 2: Discuss whether or not IKEA has really implemented the concept of "Glocalisation" (think globally and act locally) in designing its marketing strategies in China and Japan. To what extent have these marketing mixes been adapted to the needs of these two markets?</p> <p>Question 3: Critically discuss the franchising strategy IKEA's used to expand into foreign markets to explain whether or not the company has really used franchising.</p> <p>Question 4: Covid-19 pandemic has accelerated shift to online shopping and this has significantly impacted on the vast store network of IKEA. As a result, Ikea's chief digital officer Barbara Martin Coppola has indicated: "We have seen an incredible uptake of e-commerce globally overall for Ikea, especially as the shops were closed in many countries. Now the shops are reopening, the level of e-commerce has actually sustained so it seems as though there is a permanent shift towards online and its convenience" Should IKEA permanently shift toward e-commerce and close all their physical stores?</p> |
| 4 | Starbucks | <p>Question 1: By means of PEST analysis, evaluate the opportunities and challenges of the Indian market. Discuss why Starbucks' expansion to that market is justified?</p> <p>Question 2: Critically evaluate the motives underlying Starbucks' decision to use a joint venture to expand to India rather than licensing or acquisitions.</p> <p>Question 3: Given the late entry of Starbucks into the Indian market, Starbucks brand needs to be re-positioned in the minds of Indian coffee consumers in order to be competitive. Discuss how the key tangible and intangible brand attributes be adapted to ensure that Indian consumers have a positive experience of "romance and theatre" when they visit a Starbucks outlet.</p> <p>Question 4: According to Tata Consumer Products Ltd, Tata Starbucks will increase the number of coffee outlets across India and the business will emerge "much stronger" from the coronavirus pandemic. As part of its initiatives to tackle the challenges posed by Covid-19,</p> |

| | | |
|---|---------|--|
| | | Tata Starbucks has been planning to expand its e-commerce and enhance its omni-channel retail strategy. Do you share the same optimistic future for Tata Starbucks and what are your recommendations for the company to be successful with the digital initiatives? |
| 5 | Arla | <p>Question 1: Identify and evaluate the different entry strategies adopted by Arla Foods in emerging markets.</p> <p>Question 2: Using Uppsala model, examine the different international expansion approaches adopted by Arla in LATAM. What is next for Arla in LATAM?</p> <p>Question 3: Justify Joint Venture (as a form of FDI) as the entry strategy adopted by Arla to enter Brazilian market by applying the Ownership, Location, Internalization (OLI) framework. Discuss how this strategy fits into - or does not fit into - the OLI framework.</p> <p>Question 4: Why was Brazil an attractiveness market for Arla to enter? Identify the opportunities and challenges that Arla now has to face in Brazil focusing on the impact of Covid-19 pandemic.</p> |
| 6 | Hyundai | <p>Question 1: Determine the opportunities and threats facing Hyundai globally at the turn of the 21st century in order to evaluate the decision to enter the Chinese market.</p> <p>Question 2: Critically evaluate the motives underlying HMC' decision to use a joint venture to expand its markets in China. How did it subsequently contribute to HMC's success?</p> <p>Question 3: Describe and explain the evolution in market conditions between 1980s and 2000s in China. What is the importance of brand management under these conditions?</p> <p>Question 4: Analyse competitive environment for Hyundai in China and assess the impact of such competition on JV relationship between HMC and BAIC.</p> |

Assessment Criteria:

Each task is being marked according to the following rubric:

| Individual Report Marking Criteria (70%) | |
|--|------|
| - General quality and depth of analysis in answering questions (analytical competence & strength of arguments) | /40 |
| - Use of relevant theory to support analysis | /25 |
| - Applicability & appropriateness of recommendations/solutions | /20 |
| - Presentation & writing skills (style, lucid writing, attention to details, correct spelling & grammar) | /15 |
| Total | 100% |

| | |
|--------------|---|
| 70% and over | Extensive independent relevant research evidenced by quality and quantity used. Ability to draw on own research and that of others. Very high-quality analysis developed independently. Sustained evaluation and synthesis of resources. Use of evidence-based arguments in the presentation. Students are thoroughly able to identify trends, inconsistency, congruence, and states the implications. Autonomous creation and novel implementation. Adapts to unforeseen practical and theoretical |
|--------------|---|

| | |
|--------------|---|
| | challenges to achieve identified goals. Professional report presentation addresses fully the needs of the reader. Overall style is excellent in terms of presentation and referencing. |
| 60 - 69% | Wide range of relevant sources identified and used. Evaluation and synthesis of resources. Use of evidence-based arguments. Students are able to identify trends, inconsistency, congruence, and states the implications. Mainly autonomous creation and implementation. Adapts to unforeseen practical and theoretical challenges to achieve identified goals. However, there may be some scopes for development in these areas. Presentation addresses the needs of the reader. |
| 50 - 59% | A range of sources identified and used. Evaluation and synthesis of resources. Use of evidence-based arguments. Some autonomy to create and implement. Some adaption made to unforeseen practical and theoretical challenges to achieve identified goals. Overall, the answer demonstrates limited but sound understanding of the key areas. Presentation takes into account the needs of the reader, but may have some weaknesses in these areas. |
| 40 – 49% | Limited research identified and used. Some attempt at evaluation and synthesis of resources. Some use of evidence-based arguments. Exploration of possible solution(s). Use of established approaches to resolve practical and theoretical problems. Overall, the answer may cover key areas but lack a logical or coherent structure or have a sound structure but content lacking substance for a higher grade. There will be little evidence to demonstrate sufficient understanding of key concepts and issues. Key information may be presented but not explained. Presentation may sometimes not take into account the needs of the reader. |
| 39% and less | Some evidence of research but insufficient amount. Needs support to develop research skills. Limited evaluation of resources. Limited use of evidence-based arguments. Limited exploration of possible solution(s) using established approaches to resolve practical and theoretical problems. The needs of the reader are not taken into account. Overall, the answer lacks in both coherent structure and substantive content. There will be little or no evidence of current or relevant research. There is very limited evidence of an understanding of key concepts. There may be significant and consistent weaknesses in presentation style in terms of referencing, expression, and layout. |