

Global Business Project 3

BUS251

This segment of your research project covers Chapters 12 and 13. Please prepare, read, re-read, type, and submit timely for credit.

Project Objective: Determine a mode of entry for your initiative into the country you have been researching throughout the semester.

Part 1: Entry Modes

Please consider the following list of entry modes for introducing your initiative into the country that you have researched.

Select 4 of the options.

Describe each of the four options.

For each viable option, identify at least 3 advantages and 3 disadvantages of EACH mode of ENTRY in relation to your product or service. Be specific. This part of your grade carries the most weight. Yes, each will be more than one sentence. Associate each advantage or disadvantage with a concept or fact you learned about your country such as political, economic, cultural, trading blocs, etc. (See the following.) Substantiate your rationale with the facts.

Examples:

- Trade barriers
- If you refer to an economic barrier an example may be currency issues. You must be very specific with the example citing the exchange rate and explaining the relevancy. GDP may also be a factor to which you refer. Be specific with your research.
- Political barriers
- Limited movement of goods
- Resource availability
- Cultural and nationalist issues

These are just a few. You may use anything you have learned during the chapter but it must be relevant, verifiable, and specific. You cannot simply speculate.

Note: There are many types of variables when considering modes of entry. Example: Exporting can be direct, indirect, and varying degrees of exporting. Make sure you consider the options.

Mode of entry:

Exporting
Countertrade
Turnkey project
Management contract

Licensing
Franchising
Contract manufacturing
Joint venture

Part 2: Selection

For part 2 you will select the most appropriate entry mode for introducing your initiative into the country at this time. Explain the reasons for your recommendation.

You may use any information from your previous projects as a source of data. Please explain the relevancy of using that data in your report.

Your project is graded based on quality, the description of the modes of entry and the relevancy of them to your product, reasonableness of your selection and your rationale.