Team project

Choose the company and the country/countries/region to which the company will expand with some of its products or services (one or more products, or the whole brand). While expanding, company must be aware of cultural differences between countries. Conduct the cultural research of the target country to find out in which aspects the marketing strategy must be adapted.

Focus on (choose only relevant aspects, you can also add other aspects):

* cultural differences according to e.g. Hostede's cultural dimensions and its implications
* language (before introducing names, check their compatibility and impact in the target languages)
* the economic and political situation, the import quota
* legislative restrictions
* local habits and customs, i.e. how to behave during negotiations.
* differing tastes and needs
* the requirements for appearance, the colour, the quality or the taste
* differences based on religion, values and symbols
* the requirements of technical standards, composition and labelling of products.
* what design, styling, quality, additional services will be valued and required (easy installation, long warranty, financial services)
* preferred distribution channels
* use of the media and sales channels

Recommended structure:

1. Company/product description
2. Cultural research
3. Marketing strategy

The written project of about 15 pages will be submitted by January 14th.