**ACADEMIC PAPER**

**INTERNATIONAL MARKETING:**

**Strategic Global Marketing Plan Report**

**Apr 25, 2024**

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### **Overview**

Instruction: Provide detailed information including objectives, scope, and background.

| **Field** | **Description** |
| --- | --- |
| Objectives | Complete the academic paper as requested |
| Scope | Create report based on the requirements provided. |
| Background | Please review the scoring rubric as your consideration on what to write and how they gonna score. |

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### **Budgeted Time & Cost**

Instruction: Break down costs and provide a timeline with milestones.

| **Category** | **Estimated Cost ($)** | **Timeline (Start - End Date)** |
| --- | --- | --- |
| Freelancer | $ 30 | 1 day |
|  |  |  |

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### **Deliverables**

Instruction: Specify details for each deliverable including quantity, quality, and specifications.

What to Submit

Guidelines for Submission: Your strategic global marketing plan should be 15 to 18 pages in length (not including title or reference pages) and use 12-point Times New Roman font, double spacing, and one-inch margins. It should follow the most recent APA guidelines for formatting and references.

### **Instructions**

Instruction: Provide step-by-step guidelines for task completion.

## Prompt

In this scenario, you are a marketing executive for a large U.S.-based company. To begin, you will need to review the provided [company dossiers](https://drive.google.com/file/d/1xWQRNe6ek-KIrHNZy0pmCLHYI2DchzJh/view?usp=sharing) and select one company you wish to represent. In addition, you will need to use the company dossier and your own research to select one product line and one international target market in which your company will be introducing the product.

You will then need to evaluate internal and external environments through a situational analysis that will help to inform your marketing process. Your analysis and research will be used to create a strategic global marketing plan that outlines the successful entry and profitable operation of your company’s product line into the selected international target market. You will conclude your strategic global marketing plan by summarizing the present risks and opportunity for your company to execute entry into this new international target market.

Specifically, you must address the critical elements listed below. Most of the critical elements align with a particular course outcome (shown in brackets).

1. Introduction: In this section, you will review the provided company dossier and select a U.S.-based company, product line, and international target market. Based on the initial dossier information, you will need to explain why the selected international target market is appropriate for your selected company and its product line.
   1. Provide a brief overview of your selected company and the product line you wish to bring to a new international target market.
   2. Provide a brief overview of your selected international target market and explain why it is appropriate for your company and product line.
2. Situational Analysis: In this section, you will begin the initial assessment of the company’s product line and international target market you selected from the previous section to inform your global marketing process. You will do this by completing a situational analysis of the internal (organizational) and external macro environmental factors to determine risks and opportunities to the company. This information will be used throughout the rest of your final project to inform the development of your strategic global marketing plan with the goal of profitably introducing your company’s product into a new international target market. Your responses should include an explanation of how each factor informs the strategic overview of the market and its potential. Support each response using the most current research and emerging trends available.
   1. Assess your company’s product line. Your response should include the following: global industry characteristics, global value chain structure, and overall competitive dynamics.
   2. Describe the target market’s demographic and composition.
   3. Describe the sociocultural environment of your target market. Your response should include the following: cultural dimensions, professional and personal etiquette, and communication.
   4. Based on your political, economic, social, technological, environmental, and legal (PESTEL) analysis, summarize the external macro environmental risks and opportunities.
   5. Describe the international trade environment that impacts the marketability of your company’s product in the target market. Your response should address the following: major trading industries and country partners, regional or bilateral trade agreements, and trade restrictions.
3. Situational Target Market Summary: In this section, you will summarize and prioritize your identified strategic marketing options derived from your threats, opportunities, weaknesses, and strengths (TOWS) analysis.
   1. Summarize your identified strategic marketing options derived from your TOWS analysis.
   2. Prioritize the strategic marketing options and explain how your prioritization best balances the risks and opportunities between the company and international target market. Support your response with research.
4. Marketing Strategy Framework: In this section, you will use the analyses of the segmentation, target market, and position (STP) to create marketing objectives and consumer personas and to select an entry mode that will support your strategic marketing plan.
   1. Develop strategic marketing objectives for the company’s target market that best address its risks and opportunities and explain how this meets the global strategies of the firm.
   2. Using the STP framework, create personas of the major consumer segments within the international target market and explain how these support your strategic marketing plan.
   3. Select the most appropriate entry mode that will allow your company to gain access to the international target market segments and explain how this supports your strategic marketing objectives.
5. Marketing Mix: In this section, you will use your previous research of the international target market segment to create a marketing mix that will support the first 18 months of your company entering the target market. This will be the strategy for implementing the product, price, placement, and promotion within the international target market segments. For each “P” of your marketing mix, you should indicate the trade-offs for a more global (standardized) or local (customized) strategy and explain how each is appropriate for the international target marketing segment. Support each response using the most current research and emerging trends available.
   1. Identify the product and explain how its design effectively addresses the needs of the target market segments.
   2. Describe the pricing strategy to successfully sell the product.
   3. Describe the logistics of placement and distribution of the product that will ensure accessibility to the international target market. Your response should include the following: need for structure, management, and control of distribution channel.
   4. Describe the promotional strategy to successfully advertise the product to consumers within the international target market.
6. Strategic Global Marketing Plan Summary: In this section, you will summarize the major components of your strategic global marketing plan. Your summary should explain how your proposed strategies will allow the U.S.-based company to successfully enter the selected international target market and ensure profitability. Support each response using previous research and analyses.
   1. Provide a summary of strategies for each major component of the marketing plan and explain how the trade-offs of a more global versus local approach is appropriate for the firm.
   2. Describe the governance and budgeting policies that should be put in place to support the expansion into the international target market and explain how this meets the performance needs of the company while minimizing financial risks.
   3. Summarize the overall impact that the international expansion will have on the marketing efforts of the company and explain the metrics that should be put in place to continually measure and monitor performance after the product has entered the target market.

COMPANY THAT WE CHOOSE IS AMAZON.COM

PRODUCT LINE: Amazon Fresh and Whole Foods Market: Grocery delivery and pickup services offering a wide selection of fresh produce, pantry staples, and household essentials, available for delivery or pickup from Amazon Fresh and Whole Foods Market stores.

COUNTRY FOR TARGET MARKET: INDONESIA

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### **Requirements**

Instruction: List all skills, tools, materials, and prerequisites required.