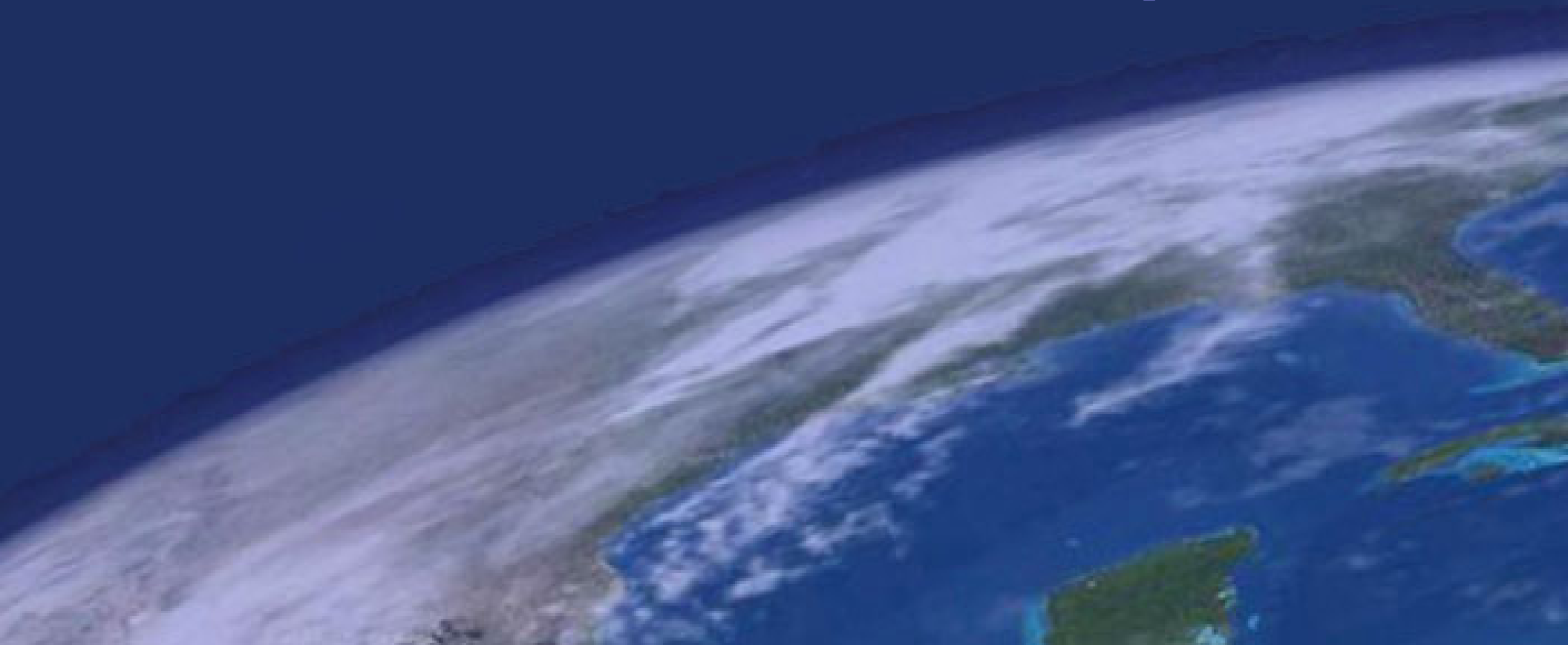


Project

International Management: China - A New Business partner



Lecturer: Michaela Muszynski

Credit points: 4 - 6 ECTS

Workload: 100 - 150 hours

Extension: aprox. 20 – 30 pages

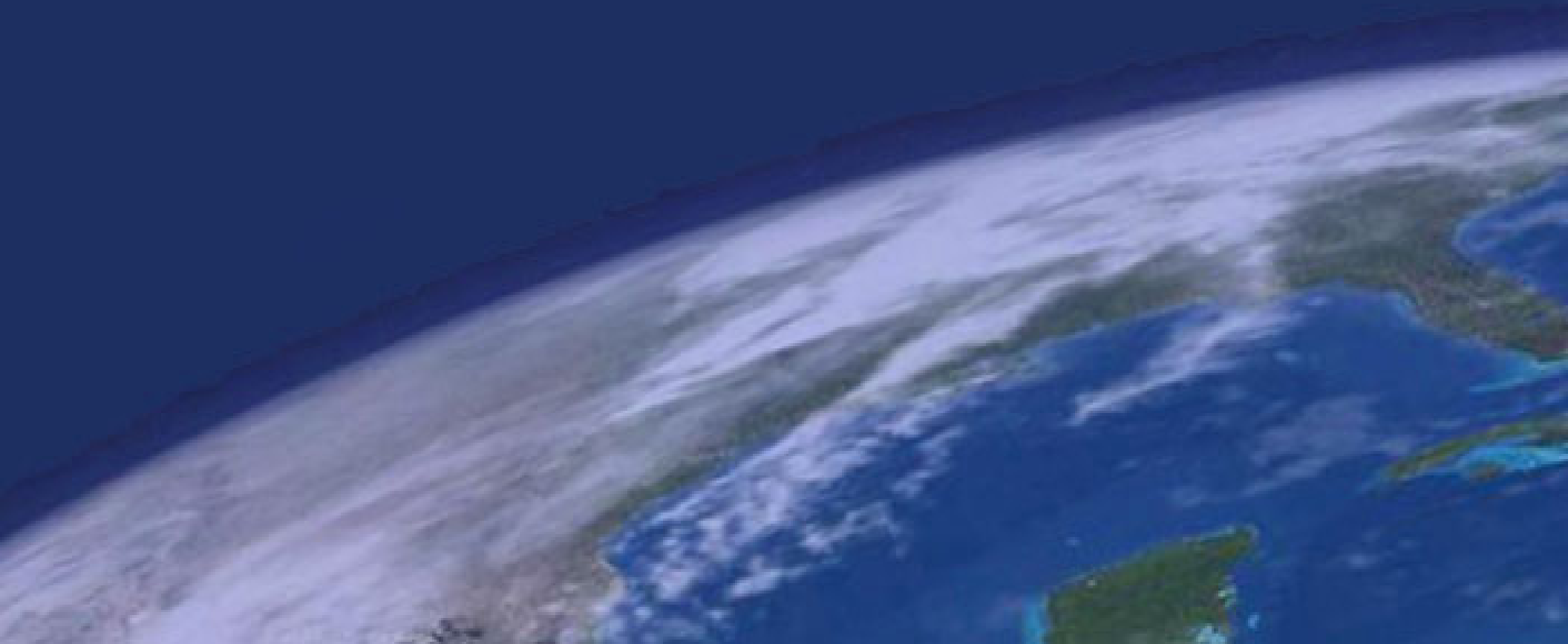
Delivery: Autumn term: 31st January

Spring term: 30th June



From the idea to the first trip

What to take into account...

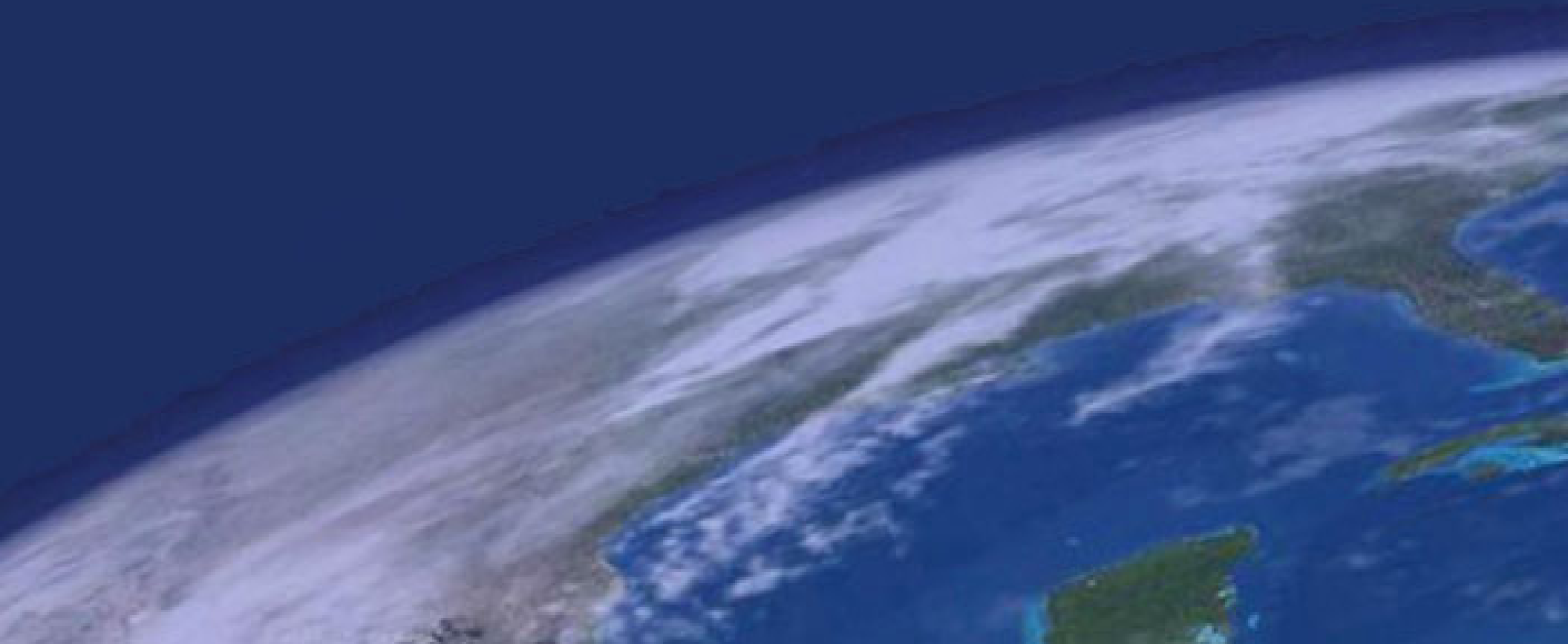


Structure

1. Idea
2. Information
3. Strategic Plan – Marketing Plan
4. Personal Contacts
5. Planning the first trip
6. Visit



**Imagine you have a
marvellous idea / product
and want to expand.**



Prepare a proposal for the
introduction of a new product into
the Chinese market.

(It should not be an online
product/service)



YOUR IDEA / PRODUCT:

- Choose an idea / product that is familiar to you (e.g. related to your degree programme): it is impossible to work on a sector you do not know really
- Search all relevant information on China and detect the ideal location
- Search the company / people who may be your partners. (In China a local partner with 51% property of the company is compulsory.)



STEP 1: A GOOD IDEA

- **Must be new /different**
- **Must be interesting for the client**
- **Must be adapted / adaptable to the focused market**
- ...



STEP 2: INFORMATION IS POWER

a) General Information:

where?	
• wwws / books	• Fairs & Expositions
• Embassies	• Overseas Selling Services
• Governments	• Chambers of Commerce

STEP 2: INFORMATION IS POWER

a) Specific

What	
• how work others?	• festivities/special events
• time behaviour	• social differences
• rules/regulations in trade/products	• special interests of destination country
• evolution of stock markets	• ...

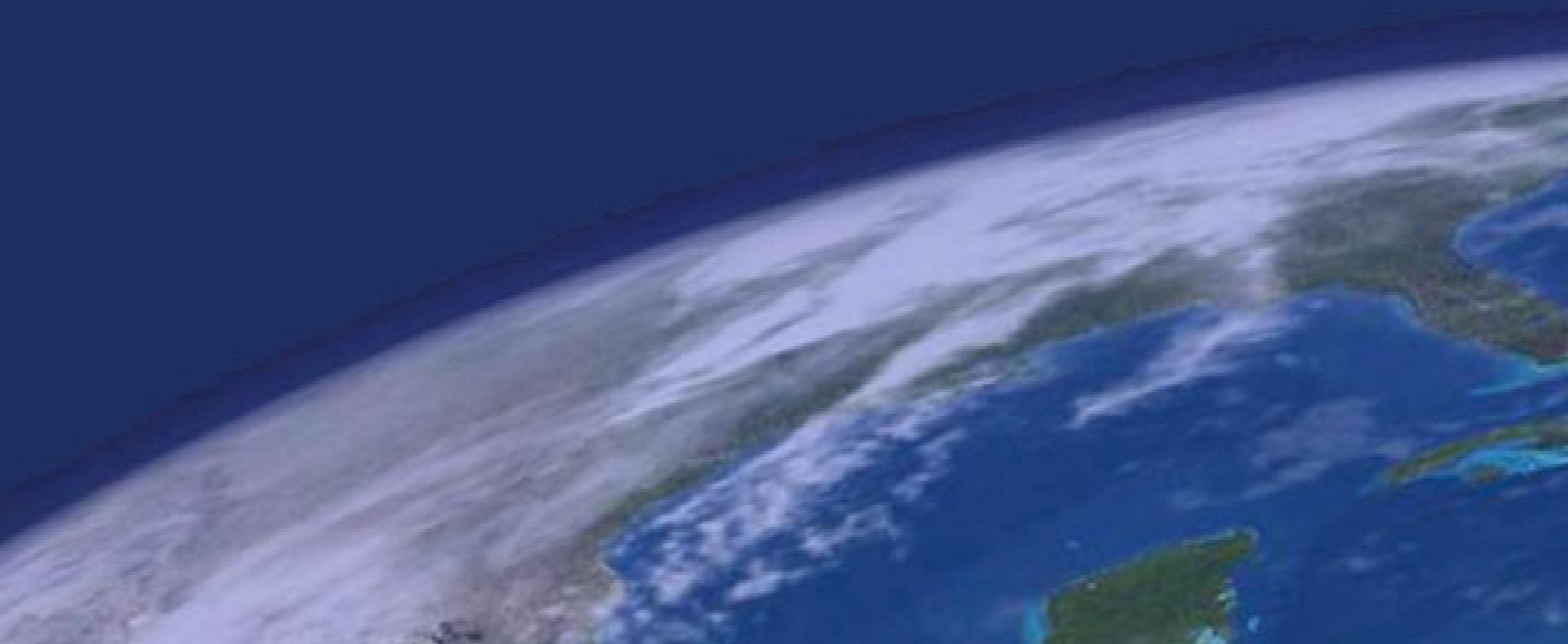
STEP 2: INFORMATION IS POWER

2. Additional Help

- Chambers of Commerce
- Embassies
- Universities / colleges
- World Trade Centres
- Trade Associations
- Consultants

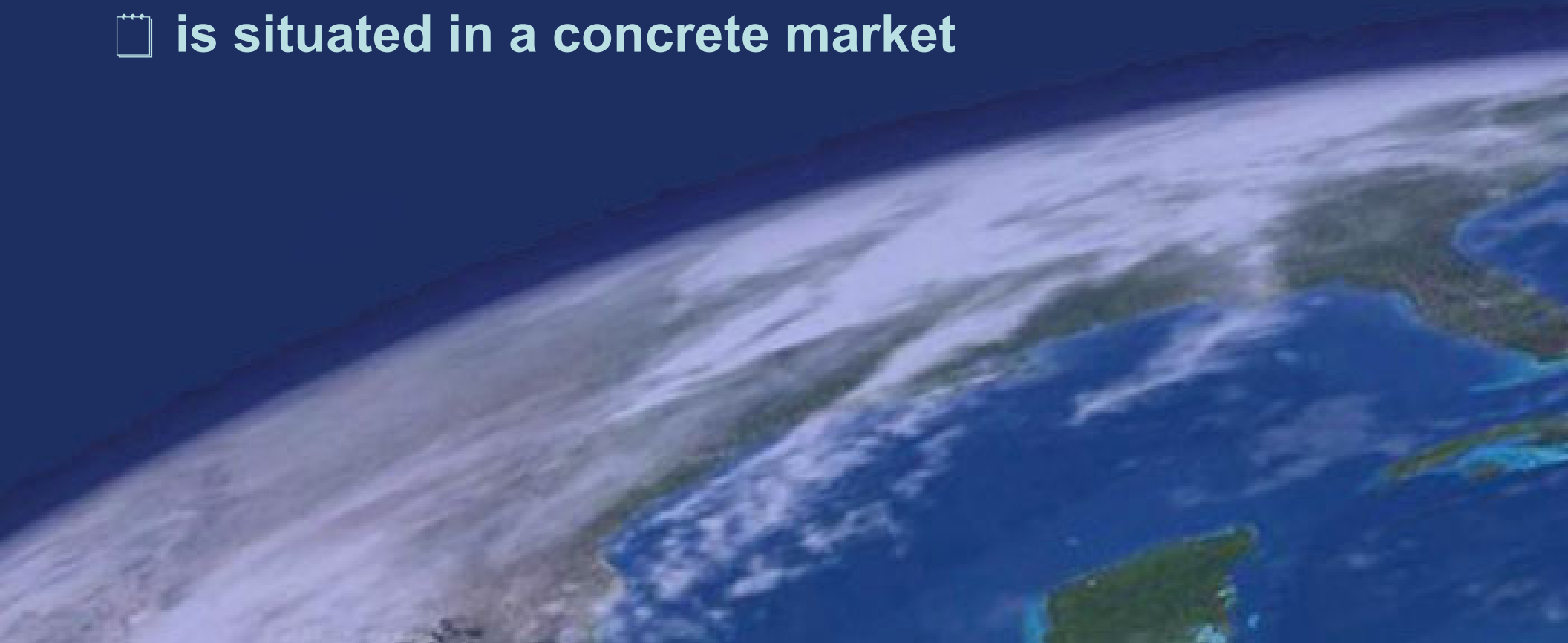


Marketing Plan



Marketing Plan

- ☐ A written document
- ☐ details specific actions focusing specific goals
- ☐ is situated in a concrete market



Marketing Plan

Utility

- ☐ used as a guide
- ☐ useful to control management and execution of strategies
- ☐ informs participants on their paper within the execution
- ☐ Permits to obtain resources for the execution of the plan and betters the use of them
- ☐ helps to organize the enterprise
- ☐ helps to identify threats and future opportunities

Marketing Plan

Parts	Content
Executive abstract	Summery for quick revision
Analysis of present situation	Relevant data regarding market, strong and weak points, rivalry, distribution, macroenvironment
Analysis SWOT	Identifies strengths, weaknesses, opportunities, threats and main points of the plan
Goals	Defines the goals the plan wants to reach regarding sales, market share, profit

Marketing Plan

Parts	Content
Marketing strategy	Presents the strategies to be used
Programme of performance	Policies of product, price, distribution, and promotion: Who does it? When? How much will it cost?
budget	Predicts the financial results of costs and benefits
Control	Indicates how the plan will be controlled

Marketing Plan

Basic questions

Where are we now?

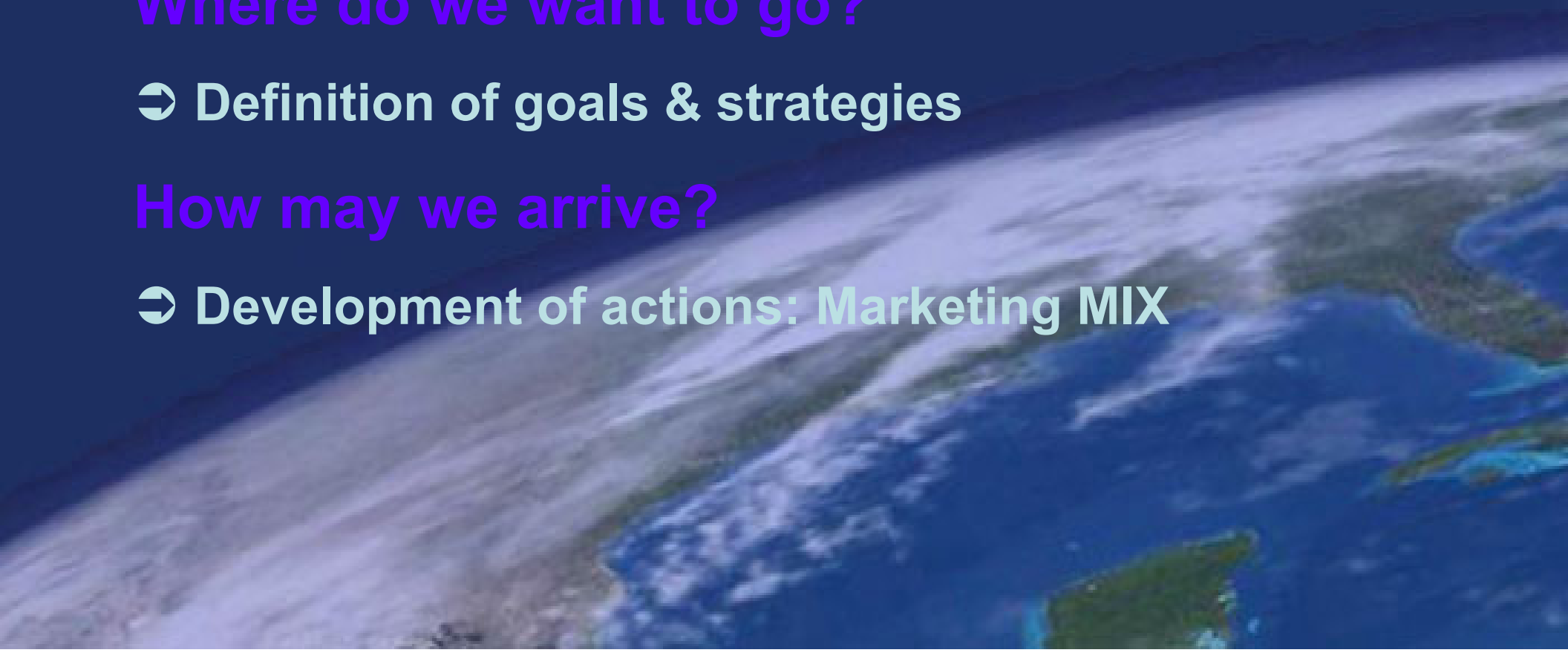
⇒ Analysis of situation

Where do we want to go?

⇒ Definition of goals & strategies

How may we arrive?

⇒ Development of actions: Marketing MIX



Marketing Plan

Marketing MIX

⇒ Selection, balance and confirmation of marketing instruments (product, distribution, way of sale, price) established by a company in a certain moment



Personal contacts

Imagine you are going to put into practice your idea.

You must find appropriate local partners: a consultant, a local company from your branch, ...



Planning the first trip

Your last job is to plan the first trip.

1. Take into account what you already know now: appropriate time of the year, holidays at destination, how long before you introduce your idea/product will you have to make the first trip? , ...
2. Search flights, hotels, etc.
3. Check conditions for visa
4. Make a planning: dates, place(s), interviews, meetings, ...

Some “Musts”

- No copy and paste. It is strongly punished.
- Correct references (following the UNE regulations)
- Images, figures, etc., that appear in your work should also have references.
- Do not only compile information, but come to your own conclusions.
- Take care of the formal aspect as well: insert page numbers, justify text, etc.