**NMIMS**

**International marketing**

**Internal Assignment for June 2020 Examination**

**1. United Kingdom recently marched out of EU after a long fought battle for BREXIT. Companies have started moving out of UK as it no longer remains the doorway to Europe. Also it has to fight high inflation, labour shortage and many other issues as an outcome. It would want to project a new Brand of United Kingdom to the world. You are a part of the team headed by the Prime Minister of Great Britain, Mr. Boris Johnson, designed to come up with a long term plan for the same. Can you enlist a few measures, strategies and hurdles you would face? Use PESTEL Analysis and Global Marketing Strategies to ascertain the same?**

**Answer**: United Kingdom is no longer the part of European union and this exit has great impact on the UK economy and the businesses. Many companies are planning to shift their operations from UK to any other country which is not a good sign if we see the long-term scenario. Recently, Airbus, considered to move their UK operations to the mainland, putting thousands of jobs at risk. Sony has already announced the transfer of its European HQ to the Netherlands to avoid Brexit disruptions. Companies like Vodafone and Visa have strongly considered relocating offices (and jobs) to mainland Europe. Other companies have delayed big projects as a direct result of the vote, including Nissan, who planned on investing in their Sunderland plant, or Siemens,

**2. Forever 21 recently shut down many of its operations across the world. It’s a cult brand that went through massive issues. Critics blame that most of it was to do with strategies in International Markets outside of USA and labour issues. Its recent filing of Bankruptcy could have been avoided. If I put you at the helm of affairs a Forever 21, what strategies would you have suggested or applied in order to make the drowning brand survive and what hurdles would you have faced for the same? Use help of Global Market Entry and Global Brand Development Strategies for the same?**

**Answer**: The environment of a multinational firm is significantly different from the environment of a domestic firm. Generally, a domestic firm operates in a single political, economic, physical, cultural and legal environment. However, apart from operating domestically, a multinational firm has to operate in the international financial system. Here the host countries in which the multinational firm is operating have their own environment depending upon their politics, their economic and legal systems. In other words, unlike domestic firms, a multinational firm has to operate in multiple political, economic, physical, cultural and legal environments.

**3. Post its recent launch in London and recent success in other parts of UK, Ola Cabs plan to enter USA.**

**a. They require your services to help them to do a formal research for the same?**

**b. Also they would require your help to understand the Cultural and Social factors which they need to be aware about?**

**Answer**: a) **Steps in International market research process**

**Problem identification and objectives**

The first step in the international marketing research process requires the international marketing manager and marketing researcher to define the research problem and jointly agree on the research objectives. Here the research objective is to check the feasibility of Cab business in USA and how OLA can proceed further.

**Developing the international marketing research plan**

The international marketing research plan is a blueprint for the study, indicating all the decisions to be made with regard to information sources, research methods, data collection instruments, sampling procedures, data collection methods, data analysis and based on these decisions the projected costs of the research is estimated. Before entering any foreign country, you should collect the

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