



**ASSIGNMENT 1ST SEMESTER : INTERNATIONAL MARKETING  
1 (IM1)**

**STUDY UNITS COVERED : STUDY UNITS 1 - 7**

**DUE DATE : 3:00 p.m. 20 MARCH 2012**

**TOTAL MARKS : 100**

### **INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS**

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, or the relevant Student Support Centre, or can be downloaded from the IMM website. It is essential that you study the complete instructions prior to beginning your assignment. The following points highlight only a few important notes:

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format and on plain A4 paper. This assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website: [www.immgsm.ac.za](http://www.immgsm.ac.za) on Friday, 4 May 2012.

**SPECIFIC INSTRUCTIONS:**

You should present your work in a report format, with headings and sub-headings. Your answer should not exceed 1500 words in length. Ensure that you fully reference your information sources and that you are not guilty of plagiarism.

The prescribed textbook is: Cateora, P.R., Gilly, M.C., and Graham, J.L., 2009. *International Marketing*. 14<sup>th</sup> ed. McGraw-Hill.

**ASSIGNMENT****[90]**

Your company, Grainstores South Africa (Pty) Ltd, manufactures grain silos and has, for a number of years, supplied both individual farmers as well as co-operatives in the local market. The silos are made of galvanised steel and have a storage capacity ranging from 20 tons to 500 tons.

Your company normally supplies the silos as a full 'package', that is, you supply all the ancillary equipment, such as valves, pumps, and hoppers, which you obtain from other sources.

Your company is well established locally and is well known for its efficient back-up service. On the basis of this success, the marketing director believes that there should be export potential for Grainstores South Africa.

He has assigned to you the task of researching SADC countries with a view to the company developing exports to the most suitable of these markets.

This assignment requires you to:

1. Set out how you would approach the research task; what the steps would be.
2. State what information you would seek to obtain and what sources you would investigate.
3. Discuss the difficulties you might face in acquiring information and what you could do to overcome them.
4. State what criteria should be used for deciding which markets would be more suitable than others, bearing in mind that the region concerned is SADC.

It is not sufficient for you to state, for example, that you would need to estimate market demand. You need to say what factors would create market demand for this specific product and how you might estimate that demand. This is the approach you are required to take in respect of all the principles regarding market research.

The principles governing international market research are covered fully in Chapter 8 of Cateora et al. (2009). However, you will need to discriminate and decide which of the various aspects that are dealt with, are the important ones in this particular case and how they have to be applied to the situation of Grainstores South Africa and the SADC region.

Do not merely reproduce whole sections of the text, but in your own words describe what you would do and what you would look for and why.

Note that you are **not** required to actually undertake the market research. The **only** research you might have to do is to determine which countries are members of SADC and to obtain some general information about the countries and their agricultural activities to make your answer less theoretical.

**PRESENTATION [10]**

**ASSIGNMENT TOTAL: 100**