



**ASSIGNMENT 2ND SEMESTER : EXPORT/INTERNATIONAL
TRADE STRATEGY (EIT)**

DUE DATE : 3.00 p.m. 17 August 2010

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 IEX office, or the relevant Student Support Centre, or can be downloaded from the IEX 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 made up from 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 IEX requires assignments to be presented in a typed format, and on plain A4 paper. This assignment must be completed within a limit of 2000 words, excluding the bibliography.
- 6) A separate assignment cover, which is provided by the IEX, 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 IEX.
- 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 17 August 2010. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 17 August 2010 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 IEX 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 IEX website, www.iex.co.za on Friday, 8 October 2010.

SPECIFIC INSTRUCTIONS:

The Export/International Trade Strategy assignment and examination for the 2nd semester 2010 is based on the attached case study *Loctite Corporation – International Distribution*. Note that this subject does not have a specific textbook but requires you to apply the knowledge you have gained from all your studies with the IEX, but especially the subjects International Communication, Introduction to International Trade, International Marketing I and II and Export Management.

Both in the assignment and the examination, it is important that your answers display an adequate understanding of applicable theory. Always justify any statements you make. With a case study, there are seldom right or wrong answers – it is your approach and the justification of your approach that is important.

Completion of this assignment will give you good experience in assessing business environments, identifying business opportunities and planning for market development. It will also help you to understand the issues raised in the case study and therefore will help you in the examination at the end of the semester. This will be an open-book examination and you may take into the examination hall any material of your choice, including a copy of your assignment.

Your assignment should be presented as a business document. However, because there is a word limit on your assignment, it is recommended that you present your evaluations/recommendations in bullet points, rather than in essay style.

Your assignment should not exceed 2 000 words.

ASSIGNMENT**[90]**

Explain how conditions facing Loctite Corporation vary in different export regions, specifically, Europe, Latin America and Asia/Pacific. In *comparing* conditions, you should look at the business environments as well as at cultural differences. It is in connection with the latter, especially, that Loctite has experienced some difficulties with its distributorships from time to time.

You will need to undertake some research in order to complete this assignment satisfactorily:

- Because Asia/Pacific is a widely dispersed region, and to make the research more manageable, it is suggested that you focus *only* on Hong Kong, Taiwan and People's Republic of China.
- In the case of Europe, you might focus on the 'Western' countries.
- In the case of Latin America, Brazil and Argentina should be your focus.

In selecting and comparing information, ensure that you are presenting facts that are relevant to Loctite – detailed economic analyses, for example, would not be appropriate, especially in the case of China!

In deciding on the approach to the assignment and the scope of the information you should provide, be guided by your Export Management course notes on the subject of the business environments.

Remember, however, that you are also required to compare cultural differences. International Communication and International Marketing I and II covered this important aspect of international business.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100