



ASSIGNMENT MEMORANDUM

SUBJECT : EXPORT/INTERNATIONAL TRADE STRATEGY (EIT)

ASSIGNMENT : 1st SEMESTER 2010

Study References: This topic does not have a specific textbook or study notes, but calls on the student to apply the export management, marketing, administration theory covered across the breadth of the Diploma in Export Management. The following references are of particular importance:

1. Cateora, P.R., Gilly, M.C., and Graham, J.L. 2009. *International Marketing*. 14th Edition. New York: McGraw-Hill (the textbook for the subjects International Marketing I and International Marketing II).
2. International Marketing II Additional Notes 2009.
3. International Marketing I Additional Notes 2009.
4. Export Management Study Notes (Revised January 2009).

ASSIGNMENT

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Guidelines on the structure of the marketing plan were given in the assignment brief. However, apart from this, students were free to interpret aspects of the case in their own way. Assignments will be judged on merit, but should follow the structure below as far as the information in the case study allows.

1. **Introduction:** This should be a brief outline of Bajaj Auto.
2. **Situation Analysis**
 - 2.1 **Mission statement:** some thought should be given to what might be included in an appropriate mission statement for the group in order to do the SWOT analysis.
 - 2.2 **Marketing audit**
 - a) Company background
 - Past overall performance
 - Product range and any new products under development

- Sales history, giving geographic regions, product groups, etc.
- Marketing policies in respect of product development, pricing, distribution and promotion.
- b) Market background
 - Market definition
 - Market segmentation
 - Structure of the market, which covers competitors; some information is given in the case study.
- c) External influences in export and domestic markets
 - Economic factors
 - Cultural factors
 - Political factors
 - Legal factors.

2.3 **SWOT Analysis**

- a) Strengths and weaknesses (internal)
- b) Opportunities and threats (external)
- c) Prioritise the strengths, weaknesses, opportunities and threats.

2.4 **Key issues:** students were asked to select two issues in total, not two weaknesses and two threats, etc.

2.5 **Objectives**

Students are free to select objectives for each of the two key issues they have identified.

2.6 **Strategies**

Students should demonstrate an understanding of what would constitute logical strategies for each of the two objectives.

- a) The type of product or service the company is exporting
- b) The foreign market it is serving
- c) The company's own resources and objectives.

2.7 **Action Plan**

The action plan should cover:

- a) Product development
- b) Pricing
- c) Distribution
- d) Promotion.

2.8 **Budget**

2.9. **Monitoring Results**

Students should give sensible suggestions on what form of controls should be in place to monitor results.

PRESENTATION

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