



ASSIGNMENT MEMORANDUM

SUBJECT : INTERNATIONAL MARKETING II (IM2)

ASSIGNMENT : 1st SEMESTER 2010

TASK 1 [20]

Discussions of the issues surrounding international marketing of services should cover the following, with reference to Network Associates:

- a) Intangibility
- b) Linked to service provider
- c) Variable in quality
- d) Quality and image of personnel
- e) Customisation
- f) Management quality
- g) Pricing
- h) Follow-up maintenance logistics
- i) Effect of local conditions
- j) Compatibility of personnel with foreign client's staff.

Textbook reference: Cateora, P.R., Gilly, M.C., and Graham, J.L. 2009. *International Marketing*. 14th edn. New York: McGraw Hill. Chapter 13.

TASK 2 [20]

The main features of the marketing plan:

- a) Situation analysis is not required, but includes comment on need for mission statement and brief SWOT analysis in order to develop soundly based strategy.
- b) Strategy probably will evolve around strategic alliance with software designers.
- c) Define target client profile to achieve market segmentation.
- d) Identify competitors and their strengths and weaknesses.
- e) What objectives should be set and over what time frame? The answer to these

questions cannot be given, but students should raise the questions because some way of measuring performance against the plan is essential.

Textbook and Study Notes references:

1. Cateora, P.R., Gilly, M.C., and Graham, J.L. 2009. *International Marketing*. 14th edn. New York: McGraw Hill. Chapter 11.
2. **International Marketing II Additional Notes 2009, Module 6.**

TASK 3

[40]

The research required would cover:

1. Shape of retail sector in order to perhaps focus on particular retail sector:
 - 1.1. Clothing, food, general stores, DIY, chemist
 - 1.2. Regional chains and national chains
 - 1.3. UK off-shoots of e.g. German chains, and so forth
 - 1.4. This would be part of market segmentation.
2. Retail practices:
 - 2.1. Customary relationships between suppliers and retailers
 - 2.2. Relationships between retail head office and individual branches
 - 2.3. Role of branch management.
3. Level of and acceptance of computerised management systems generally at retail level; any significant regional differences?
4. Type of hardware usually installed and other software. Anything that would affect the technical ability of Networking Associates' technicians.
5. Legal, professional and cultural implications of SA technicians working in UK or Australia (depends on student's choice regarding markets):
 - 5.1. Work permits needed?
 - 5.2. Labour union issues?
 - 5.3. How to base remuneration packages and where to pay salary?
 - 5.4. SA exchange control implications?
 - 5.5. How to handle family ties and similar situations?
6. Form of legal establishment:
 - 6.1. Branch of SA Company?
 - 6.2. UK subsidiary?
 - 6.3. Tax and other implications, especially regarding personnel, i.e. employing

non-nationals, non-residents?

Textbook and Study Notes references:

1. Cateora, P.R., Gilly, M.C., and Graham, J.L. 2009. *International Marketing*. 14th edn. New York: McGraw Hill. Chapters 1, 2 and 8.
2. International Marketing II Additional Notes 2009, Module 2.

TASK 4 [10]

Promotional issues should be discussed:

- a) Possibly work with systems designers on referrals?
- b) Participate in trade shows?
- c) Company literature?

Textbook and Study Notes references:

1. Cateora, P.R., Gilly, M.C., and Graham, J.L. 2009. *International Marketing*. 14th edn. New York: McGraw Hill. Chapter 16.
2. International Marketing II Additional Notes 2009, Module 7.

PRESENTATION [10]