

Guide to Environmental Analysis Report: (25%) Due date: 8 March LATEST by 5pm

Executive Summary (250 words) = STRICTLY no reference required

- 5 paragraphs
- a summary of the STEEP and its implications

Introduction (50 words) = STRICTLY website reference method

- brief history of the company

Social (400 words)

- need references, to use **(Hofstede Cultural Dimensions)** – compare Singapore and the country of your choice
- **MUST** to include the Hofstede Comparison Table
- colour, number, language written and spoken, religion, etc

Implications (50 words)

- recommended to venture to the country?

Technological (300 words)

- need references, to address Internet, Infrastructure, anything that is IT-related, mobile communication-related use
- **MUST** include tables/charts/graphs

Implications (50 words)

- recommended to venture to the country?

Economic (400 words)

- need references, to address GDP, employment rate, **currency exchange between Sing dollar against the country (their currency) of your choice**, inflation rate, projected economic grow rate
- **MUST** include tables/charts/graphs

Implications (50 words)

- recommended to venture to the country?

Environmental (200 words)

- need references, to address the natural resources (if any), natural disasters (if any), the weather/climate

Political (450 words)

- need references, to address governmental stability **government relations** (**compare between Singapore and the country of your choice**), **laws** (**compare between Singapore and the country of your choice**), labour laws, advertising laws, packaging and labelling law

Implications (50 words)

- recommended to venture to the country?

SWOT Analysis (300 words)

Strengths	Name of Company that the group had selected: 1) Aaaa* 2) Bbb* 3) Ccc* 4) Ddd* 5) Eee* *(need to explain/elaborate on the identified Strengths)
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Weaknesses	Name of Company that the group had selected: 1) Fff* 2) Ggg* *(need to explain/elaborate on the identified Weaknesses)
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Opportunities	Name of the country that the group had selected: <ul style="list-style-type: none">▪ apply the above-mentioned STEEP whichever (that is relevant and applicable), need to briefly explain them
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Threats	Name of the country that the group had selected: <ul style="list-style-type: none">▪ apply the above-mentioned STEEP whichever (that is relevant and applicable), need to briefly explain them
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Target Market (50 words)

- need to be specific with the Demographics (like age range, gender, income level, etc)

Product – (need at least 1 journal) (300 words)

- brand name - adaptation or standardisation = why? **link to Social (language written and spoken)**
- brand logo - adaptation or standardisation = why?
- product (for example: features, colours, ingredients, etc) **link to Social (aesthetics)**
- packaging - adaptation or standardisation = why? **link to Social (aesthetics) and Political**
- labelling - adaptation or standardisation = why? **link to Political**

Price – (need at least 1 journal) (200 words)

- using adaptation or standardisation to explain below:
- **to choose ONLY one of the followings:**
 - a) price skimming
 - b) price penetration
 - c) competitive pricing
- **to choose ONLY one of the followings and link to Social and Economic**

Odd pricing OR even pricing

Place – (need at least 1 journal) (200 words) link to Environmental

using adaptation or standardisation to explain below:

- **to choose ONLY one of the followings:**
 - a) intensive distribution strategy
 - b) selective distribution strategy
 - c) exclusive distribution strategy
- **to choose ONLY one of the followings**
 - a) direct channel
 - b) indirect channel
 - c) dual or multiple channel

Promotion – (need at least 1 journal) (300 words) link to Political and Technological

- the choice of the traditional media used and link to Political and Economic
- the choice of non-traditional media used and link to Political and Technological

Conclusion (50 words)

- which mode of entry proposed and briefly describe them

List of References: (to use Chicago ver 17B)

(to use only journals – refer to p10 of the Unit Guide)

(MUST = least 4 journals, APPLY to the 4Ps, has to be from year 2010 onwards)

(Optional = may also use other sources listed in p10 of the Unit Guide)

NB: the above-mentioned details (coverage) in both STEEP and 4Ps are RECOMMENDED by me, students can freely add on to it