

# MARKETING 6400 – SCREENING

*[Submit as ONE file]*

## Explanation of Matrices

### 1. Raw Data Matrix

-Raw data collected (from your sources) for the respective *indicators*<sup>i</sup> (you have identified) in the *countries* you have chosen. For instance, #4 (micro indicators) shows the number of breweries in the respective countries.

### 2. Scored Data Matrix

-Here, the raw data is converted to a standardized scale (1=low to 5=high).  
-Note that each *indicator is now assigned a weight* (weight column) based on its significance relative to others. For instance, #5 (micro indicator) is .25/1 signaling that it is the most important indicator. This weight is based on your judgment. So, while the country scores are different (based on their raw data), the weight for each indicator is the same.

### 3. Decision Matrix

-To arrive at your chosen country, multiple each indicator's weight by its score  $\sum (W * S)$  for each country, that determine the total for each country. Whichever country that has the highest or lowest score (depending on how you calibrate your scale) is the target market to export to. So you see, that Australia was chosen because its total score was 7.540 (the highest).

## Summary

1. Determine indicators that are indicative of opportunity for your product! 2. After collecting raw data for your selected countries [**raw data matrix**], convert the raw data to a standardized scale based on **your JUDGMENT**. For instance, if Argentina and Tanzania's TV ownership rates per thousand are 865 and 125 respectively. Then, you could assign scores of 4.5 and 2.5 on **your standardized scale** of 1-5=most attractive [**scored data matrix**] to Argentina and Tanzania respectively. 3. Give each indicator different weights based on **your JUDGMENT** of their relative significance as key success factors. Then, multiple the weight by the score on each indicator for each country [**decision matrix**].

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<sup>i</sup> Be sure to indicate name, measure, why chosen, directionality (e.g., higher is better), and source



# RAW DATA MATRIX

Micro Indicators	Mexico	Canada	Japan	Philippines	Malaysia	Australia	Portugal	Bahamas	Hong Kong	United Arab Emirates	Morocco	Spain	China	South Africa
1- Beer Price GBP The higher, the better	0.43	2.49	2.60	0.20	3.09	2.08	1.56	2.84	2.51	3.44	1.19	1.80	1.58	1.07
2- Advertising (# of main channels)	4	7	5	3	4	8	4	1	3	6	4	4	1	3
Television	7	9	6	7	5	9	7	5	7	5	8	6	7	9
Newspaper	6	4	5	5	3	4	5	3	3	7	3	5	2	4
Radio	17	20	16	15	12	21	16	9	13	18	15	15	10	16
Total Advertising														
3- Beer (Alcohol) Imports in US\$ The higher, the better	352,596	1,892,722	1,774,524	45,518	147,993	549,593	266,643	762,900	403,764	407,647	28,303	1,663,998	920,000,000	198,935
4- No. of major Local Breweries The lower, the better	20	2	4	2	3	3	2	2	1	0	1	25	20	30
5- Alcohol consumption by Vol. per capita The higher, the better	51.8	68.3	51.3	3.5	11	109.9	59.6	190	22	2	25.3	83.8	27.4	59.2
8- Import tax on alcoholic beverage The lower the better	51%	45.90%	44%	4%	5%	0	0	35%	0	50%	17.50%	16%	17%	37.10%
9- Legal drinking age	18	18	20	18	18	18	None	18	18	None	None	16	18	18
Macro Indicators														
10- Inflation rate The lower, the better	3.40%	2%	0.70%	6.20%	3.80%	3.80%	2.50%	2.20%	2.20%	3.00%	2.30%	2.40%	4.70%	5.00%
12- Debt as a percentage of GDP The lower, the better	23.10%	64%	182.40%	62.30%	41%	15.20%	65.80%	30.00%	12.80%	14.80%	63.60%	35.70%	18.90%	30.50%
13- PPP GNI Ranking The lower the better	79	20	24	122	80	21	48	209	8	39	135	33	102	77
14- Unemployment rate The lower, the better	3.60%	6.80%	5.40%	7.90%	3.50%	4.70%	12.80%	7.60%	4%	2.40%	10.50%	7.60%	6.10%	26.60%
15- Corruption perception Index The higher the better	3.50%	8.70%	7.50%	2.50%	5.10%	8.60%	6.50%	4%	8.30%	5.70%	3.50%	6.70%	3.50%	5.10%
16- Political Stability (-2.5 to 2.5) the higher the better	0.22	1.06	1.02	-0.49	0.51	1.18	1.43	0.99	1.03	0.95	-0.14	0.82	0.22	-0.09
17- Tourism(Intl Arrivals/Year in Million) The higher, the better	3.6	35	6.10	2.23	15.70	4.80	12.80	5.00	21.80	5.40	5.10	59.20	108.00	6.70



