

A. From *nationmaster.com* database

Lancer Corporation (LC) is based in San Antonio, and you are Sr. VP—International Development. Your department is studying the feasibility of expanding manufacturing facilities to the EU. You have registered LC to attend **BRAU** Beviale 2015 in Nuremberg, Germany. You are asked to analyze and write a very professional response to these questions. (Study the Lancer.com online site.)

1. Why should LC pay the fee and participate in the BRAU in Germany? What does it gain by attending? What happens at BRAU that is potentially important to LC? How much will it cost (estimated) in total travel and other fees for three corporate staff to attend? (Decide how to show this per/person budget.)
2. You have examined *nationmaster.com*, particularly the *European Union* option data base there. You are asked now to explain why France and Germany, two large economic EU leaders, EACH has a disproportionate percentage of population among the EU versus each one's percentage GDP among the EU. What does this mean for a U.S. manufacturer when choosing a new site in the EU for manufacturing and distribution in the EU? Is one country a higher potential site than is the other? Why? Is there a more promising EU site than France or Germany? Discuss the pros and cons of France and Germany as compared to other EU countries. What is your final recommendation? Why?

B. From the CIA World Factbook database

3. You work at *Facebook*, where you are Vice President for New Market Expansion. Your 2015 performance goals and your corporate bonus (40% of your annual salary) are based upon successful identification of which South American country you should launch a major advertising campaign in for generating new *Facebook* users.

Choose three high-potential countries in South America and create a grid (matrix with cells) that identifies each country and then identifies ten characteristics of each country that are directly relevant to the new market expansion goal. Why are these characteristics relevant? What do they indicate about each country's market potential for *Facebook*? What else do you need to include in your analysis that is not available in the *CIA World Factbook*? Why?

C. From census.gov database

4. Choose three countries from the *population pyramid profiles* and ensure that the profiles are quite different from each other. (The graphic image is reached by following the steps outlined in Class 5.) Describe a unique product that is a high potential export from the U.S. to that market primarily because of the market's profile. Look at the age brackets and gender profile in the pyramid. Be sure that you follow the *PLAY* option for the site to see how the profile has changed over time. Then, use the *PLAY* option to predict what the profile will look like in 2030 (only 15 years in the future). What is the 2030 profile's impact upon your product recommendation? Why?