



Description and Demonstration of a Real Time Research and Strategic Planning Tool: “Global Marketing Management System Online”

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<http://www.janavaras.com>

<http://www.gmmso3.com>



Abstract

- **One of the challenges international marketing and management instructors face is to determine how to best bring the real world of business into the classroom or training environment. The Global Marketing Management System Online (GMMSO) is a web-based research and strategic planning business tool. It has been used for undergraduate, graduate and executive level courses focusing on developing international marketing plans and strategies.**

<http://www.gmmso2.com>



Abstract-Continued

- **The GMMSO, supports students and business practitioners alike in their roles as managers and decision makers in a global setting. More specifically, the software will enable users to perform a situation analysis of a company, determine best markets for a company's products/services, perform an in-depth country and competitive analysis of best markets, determine best entry mode strategies and develop a marketing plan online.**

<http://www.gmmso2.com>



Abstract- Continued

- **This presentation will also provide empirical data comparing students' perceptions on the usefulness and benefits of the software along with various ways of using and integrating the software in different courses.**



Agenda

- **Purpose of the GMMSO**
- **Learning Objectives**
- **Competency Areas**
- **GMMSO System and Modules**
- **How the GMMSO Works**
- **Potential Users**
- **Benefits**
- **Teaching Suggestions**
- **Background**
- **Survey results**



Software Purpose

- **Assists users in researching global markets and developing international marketing plans and strategies.**
- **Supports students and business practitioners alike in their roles as managers and decision makers in a global setting.**



Learning Objectives

- **Perform a situation analysis of a company in a global context.**
- **Research global markets for a product/service.**
- **Enter, Analyze and Evaluate Information.**
- **Identify high potential country markets.**
- **Conduct competitive analysis.**
- **Identify best entry mode market strategies.**
- **Develop marketing/export plans and strategies.**
- **Prepare executive summaries and business reports.**
- **Use internet resources and information effectively.**



Competency Areas Addressed by the GMMSO

- **Ability to identify, organize, plan and allocate resources.**
- **Interpersonal skills.**
- **Ability to acquire and use information.**
- **Ability to understand complex interrelationships.**
- **Ability to work with a variety of technologies.**



How it works?

- **Gather Information**
- **Enter Information**
- **Analyze and Evaluate Information**
- **Generate Reports**
- **Refine Reports and Create Summaries**



Potential Users

- **Business faculty and students and those in related fields of study.**
- **Non-exporting companies interested in exporting opportunities.**
- **International companies contemplating global expansion.**
- **Trade specialists and consultants.**



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http://gmmsa3.com/

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GMMSO
Global Marketing Management System Online

 **Realize Your Potential**

REAL WORLD OF BUSINESS

Login

Username
Password **GO**

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GMMSO

 The GMMSO is designed to support you in your role **as a manager** and decision maker in a global setting!

What is GMMSO? 
Who Should Use GMMSO? 
What Are The Benefits? 
Bridge The Gap 
About Us 
Background 

OUTLINE

To view an outline of GMMSO...[click here.](#)

DEMO

To view the demo of GMMSO...[click here.](#)

TARGET AUDIENCE

GMMSO is a research and strategic planning management tool designed for:

- Instructors teaching
 - International business
 - International management courses
 - International/Global Marketing

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http://www.gmmsa2.com



Outline of the 4 Modules

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STUDENT INSTRUCTOR BUSINESS

GMMSO Outline

1 MODULE 1	2 MODULE 2	3 MODULE 3	4 MODULE 4
Company Situation Analysis	Global Market Search Selecting Country Markets	In-Depth Market Analysis	Entry Strategy and Marketing Plan
<ul style="list-style-type: none">Company AnalysisInternational InvolvementIndustry AnalysisTarget Market ProfileProduct ProfileGlobal ReadinessS.W.O.T AnalysisConclusion & Recommendations Report	<ul style="list-style-type: none">Country SelectionCriteria SelectionCountry EvaluationConclusion & Recommendations Report	<ul style="list-style-type: none">ContactsMarket and Company Sales PotentialCompetitive AnalysisCountry Entry ConditionsFinancial and Market Entry ConditionsBest Target Market CountryConclusion & Recommendations Report	<ul style="list-style-type: none">Entry ModeProduct / Market StrategyPricing Strategy & PlanPromotional Strategy & PlanDistribution Strategy and PlanProjected Profit / Loss (P/L) StatementConclusion & Recommendations Report

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The Four Modules Together

Module 1: Company Situation Analysis

1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	
Company Analysis	Intl Involvement	Industry Analysis	Target Mrkt Profile	Product Profile	Global Readiness	S.W.O.T Analysis	Conclusion & Recommendations	Report

Module 2: Global Market Search - Selecting Country Markets

2.1	2.2	2.3	2.4	
Country Selection	Criteria Selection	Country Evaluation	Conclusion & Recommendations	Report

Module 3: In-Depth Market Analysis

3.1	3.2	3.3	3.4	3.5	3.6	3.7	
Contacts	Market and Company Sales Potential	Competitive Analysis	Country Entry Conditions	Financial and Market Entry Conditions	Best Target Market Country	Conclusion & Recommendations	Report

Module 4: Entry Strategy and Marketing Plan

4.1	4.2	4.3	4.4	4.5	4.6	4.7	
Entry Mode	Product/Market Strategy	Pricing Strategy & Plan	Promotional Strategy & Plan	Distribution Strategy and Plan	Projected Profit/Loss (P/L) Statement	Conclusion & Recommendations	Report



Instructor's Registration

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Instructor's Registration Form

Welcome to the GMMSO! Please take a few minutes to register. As an instructor, you can set up your courses and sections, manage students and groups, view students' projects, and communicate with students by following the steps below:

- Step 1: Registration**
Please fill out the form for registration. ("*" Mark signifies mandatory fields)
- Step 2: Create Course/Section**
Add a course/section for your students or assign an existing course/section from the list.
- Step 3: Search Students by course/section**
Use the Search facility for Course & Section to view the list of students registered as per your course and section.
- Step 4: View Students**
Access the list of registered students and view their details. Click on the Student Name to view their individual & group project.
- Step 5: Create/Manage Student groups**
Assign/modify students to a group, view group projects and communicate with your students using chat.

Contact Information

First Name :*

Last Name :*

Institution :* <--Select any Institution Name-->

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Student's Registration

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Microsoft Live Search

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Student Registration

Payment Method: Credit Card

Subscription	Price(\$)	Select
GMMSO	39.95	<input type="radio"/>

PAY WITH CREDIT CARD

Credit card payments use PayPal for secure payment processing. Once your payment is confirmed, you should be redirected back to the GMMSO3.com to complete registration.

Purchase Code:

If a purchase code was provided with your textbook or by an instructor/institution, enter it here and click "**Submit**":

SUBMIT

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Courses and Students Management

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Favorites Instructor student list

GMMSO Home | Logout

Administrator **Instructor** Welcome **Basil Janavaras**

List of Courses and Students under Instructor: Basil Janavaras

Course Name	Section Name	Start Date	End Date	Expiry Date
Lab Course: GMMSO	01	10/13/2008	12/31/2009	01/19/2010
	02	03/02/2009	12/31/2009	01/19/2010

Students

Search students name (First name/Last name/Both)

Name Type : Any Search Name: Search

List of all students under instructor: Basil Janavaras

Student Name	Login Name	Password	Email	Phone No	Active
Andreas Elena Smaranda X	elena	sma123	andreas.elena@gmail.com	6999369717	<input checked="" type="checkbox"/>

Step 1: **Welcome to GMMSO**
You have successfully registered as an instructor. Please take a few minutes to set up your courses and sections, manage students and groups, view student's projects, and communicate with students by following the steps below:

Step 2: **Create Course/Section**
Add a course/section for your students or assign an existing course/section from the list.

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Individual and/or Project Options

Administrator **Instructor** Welcome **Basil Janavaras**

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Step 1:
Welcome to GMMSO
You have successfully registered as an instructor. Please take a few minutes to set up your courses and sections, manage students and groups, view student's projects, and communicate with students by following the steps below:

Step 2:
Create Course/Section
Add a course/section for your students or assign an existing course/section from the list.

If **PURCHASE CODES** are provided, please make them available to each one of your

Project Details of Andreas Elena Smaranda

You can click on the student project name to view the student individual project & click on the group name to view the group project.

Individual Project

Purchase Code	Project Name	Course Name	Start Date	End Date
StkgY-8mvRa-9eFSq	elena_Project	Lab Course: GMMSO (01)	10/13/2008	12/31/2009

Instructor	Instructor Mail	Institution
Basil Janavaras	basilj@janavaras.com	Athens University of Economics and Business

Group Project

Group Code	Group Name	Course Name	Start Date	End Date
uZbQnWnmVWsrBq	Group 1	Lab Course: GMMSO(01)	10/13/2008	12/31/2009

Group Members	Country	Email Address	Type
---------------	---------	---------------	------

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The System: Module 1

Company Situation Analysis

- The situation analysis (Module 1) determines the company's current position vis-à-vis international markets.
- Based on a S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) analysis and evaluation, a report is prepared outlining key findings, conclusions and recommendations.

1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	
Company Analysis	Intl Involvement	Industry Analysis	Target Mrkt Profile	Product Profile	Global Readiness	S.W.O.T Analysis	Conclusion & Recommendations	Report



Module 1: Company Analysis

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Quick Links

- Module 1
 - 1.1 Company Analysis
 - 1.2 Intl. Involvement
 - 1.3 Industry Analysis
 - 1.4 Target Mrkt Profile
 - 1.5 Product Profile
 - 1.6 Global Readiness
 - 1.7 S.W.O.T
 - 1.8 Conclusion & Recommendations
 - Report
- Module 2
- Module 3
- Module 4
- Executive Summary
- Bibliography
- Title & TOC Page
- Report Selection
- Full Report
- Score & Comments
- Back To Project

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Module 1 - Instructions | Suggested Websites | Glossary

Module 1 - 1.1 Company Analysis

Industry	Consumer Electronics and Home-Office Retail
Company Name	Best Buy Co., Inc.
Company Contact Name	
Website URL	www.bestbuy.com
E-mail Address	
Address	7601 Penn Avenue
City	South Richfield
State/Province	MN
Zip Code/Postal Code	55423
Country	United States

Note: From the dropdown box, select the currency you will use throughout the project. If you use a currency other than the ones shown, enter the name/symbol for it. Make sure you are consistent! The web site shown below gives both names/symbols and provides conversion capability. Weblink: <http://www.ratesfx.com/resources/symbols.html>

Currency Type : British Pounds £

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The System: Module 2

Global Market Search:

Determining Global Market Opportunities.

- The purpose of global market search (Phases 2) is to identify countries with the greatest market potential for the company's products or services.

2.1	2.2	2.3	2.4	
<u>Country Selection</u>	<u>Criteria Selection</u>	<u>Country Evaluation</u>	<u>Conclusion & Recommendations</u>	<u>Report</u>



Module 2: Country Selection

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http://gmmso3.com/Phase_2_1.aspx?Query=DmbSbZ6rjPJILSBlmYNWiautdYSv5D4q8Jpj%2540XqBky

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Module 1

Module 2

- 2.1 Country Selection
- 2.2 Criteria Selection
- 2.3 Country Evaluation
- 2.4 Conclusion & Recommendations
- Report

Module 3

Module 4

Executive Summary

Bibliography

Title & TOC Page

Report Selection

Full Report

Score & Comments

Back To Project

Back

Send Technical Issue

Module 2 - Instructions Suggested Websites Glossary

Module 2- 2.1 Country Selection

Research a minimum of two (2) and a maximum of ten (10) countries, then select those countries from the drop down menu

1	China
2	India
3	Turkey
4	Russia
5	Malaysia
6	<--Select a Country Name-->
7	<--Select a Country Name-->
8	<--Select a Country Name-->
9	<--Select a Country Name-->
10	<--Select a Country Name-->

2.1 b) State the reasons for selecting these countries

We decided not to select highly developed countries such as the European region due to the saturation of the market. The countries we have chosen are new emerging markets mostly in the Asian corridor.

Done

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Module 2: Criteria Selection

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Criteria	Sub Criteria(Check if Positive)	Includ
Demographics	<input checked="" type="checkbox"/> Age distribution	<input checked="" type="checkbox"/>
	<input type="checkbox"/> Household income	<input type="checkbox"/>
	<input type="checkbox"/> Income Distribution (Gini Index score)	<input type="checkbox"/>
	<input checked="" type="checkbox"/> Level of education	<input checked="" type="checkbox"/>
	<input type="checkbox"/> Literacy rates (%)	<input type="checkbox"/>
	<input checked="" type="checkbox"/> Living standards (Human Development Index country)	<input checked="" type="checkbox"/>
	<input type="checkbox"/> Number of languages spoken	<input type="checkbox"/>
	<input checked="" type="checkbox"/> Population	<input checked="" type="checkbox"/>
	<input type="checkbox"/> Population growth (%)	<input type="checkbox"/>
	<input type="checkbox"/> Unemployment (%)	<input type="checkbox"/>
	<input checked="" type="checkbox"/> Urban vs. Rural	<input checked="" type="checkbox"/>
	OTHER	<input checked="" type="checkbox"/>
Economic Criteria	<input type="checkbox"/> Consumer expenditures on your industry	<input type="checkbox"/>
	<input type="checkbox"/> Current Account Balance	<input type="checkbox"/>
	<input checked="" type="checkbox"/> Disposable Income	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/> Foreign Direct Investment (FDI) Total Inflows	<input checked="" type="checkbox"/>
	<input type="checkbox"/> GDP (Purchasing Power Parity)	<input type="checkbox"/>
	<input checked="" type="checkbox"/> GDP per capita (PPP)	<input checked="" type="checkbox"/>

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Module 2: Country Data

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Criteria	Variable	Year	Unit	Weight (%)	China		India		Turkey
					Value	Rank*	Value	Rank*	Value
Demographics	Population	2006	millions	5.00	1313.97	1	1095.35	2	70.40
Demographics	Living standards (Human Development Index country)	2005	HDI valu	5.00	77.70	3	61.90	5	77.50
Demographics	Age distribution	2006	% age 1	8.00	71.40	1	64.30	3	67.70
Demographics	Level of education	2005	Average	4.00	6.40	3	5.10	5	5.30
Demographics	Urban vs. Rural	2005	%	6.00	37.00	4	28.00	5	66.00
Economic Criteria	GDP real growth rate (%)	2005	%	6.00	10.20	1	8.40	2	7.40
Economic Criteria	GDP per capita (PPP)	2005	USD	8.00	6800.00	4	3400.00	5	8400.00
Economic Criteria	Disposable Income	2005	USD	8.00	5100.00	4	2720.00	5	6300.00
	Foreign Direct								

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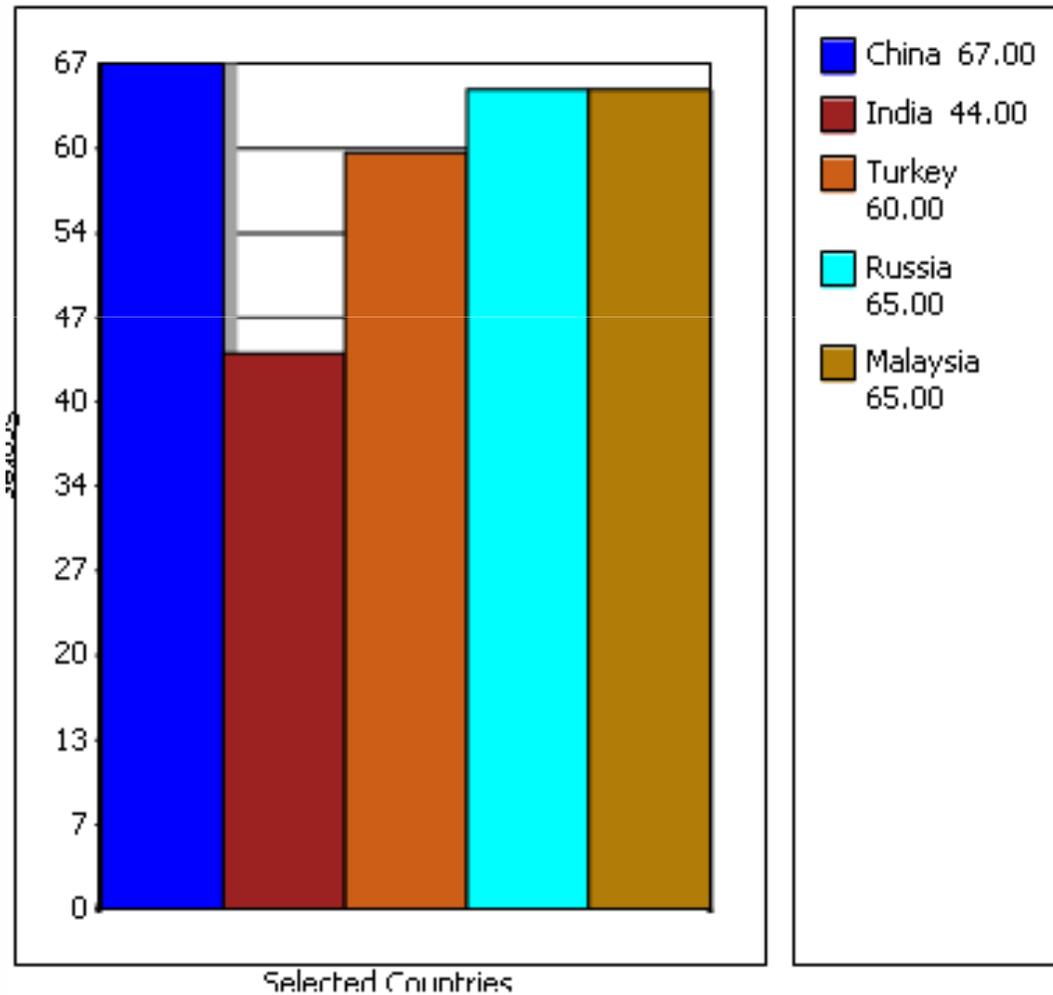
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Module 2: Country Ranking





The System: Module 3

In-depth Market Analysis of Selected Countries.

The purpose of Module 3 is:

- To conduct an in-depth market & competitive analysis.
- Identify the best country market with the greatest potential for the company's products/services.

3.1	3.2	3.3	3.4	3.5	3.6	3.7	
<u>Contacts</u>	<u>Market and Company Sales Potential</u>	<u>Competitive Analysis</u>	<u>Country Entry Conditions</u>	<u>Financial and Market Entry Conditions</u>	<u>Best Target Market Country</u>	<u>Conclusion & Recommendations</u>	<u>Report</u>



Module 3: Total Market and Company Potential

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Module 3 - Instructions Suggested Websites Glossary

3.2 Market and Company Sales Potential

3.2 a) Total Market Potential (TMP)

Estimate Total Market Potential (TMP) for the product in the chosen countries:
 $TMP = a \times b \times c$

	China	Malaysia
a = Number of potential (eligible/qualified) consumers:	<input type="text" value="57600000.00"/>	<input type="text" value="13984000.00"/>
b = Frequency of purchase on an annual basis:	<input type="text" value="6.00"/>	<input type="text" value="6.00"/>
c = Selling price of the product (£)	<input type="text" value="55.00"/>	<input type="text" value="55.00"/>
CALCULATE = Total market potential (TMP):	19008000000.00	4614720000.00

Evaluate each item on a scale 1 – 5, 1 being least favorable and 5 being most favorable.

Evaluation Criteria	1	2	3	4	5	1	2	3	4	5
Total <u>Market Potential</u> (TMP):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3.2 b) Company Sales Potential (CSP)

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Module 3: Market and Company Sales Potential Results

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3.1 Contacts

3.2 Market and Company Sales Potential

3.3 Competitive Analysis

3.4 Country Entry Conditions

3.5 Financial and Market Entry Conditions

3.6 The Best Target Market Country

3.7 Conclusion & Recommendations

Report

Module 4

Executive Summary

Bibliography

Title & TOC Page

Report Selection

Full Report

Score & Comments

Back To Project

Back

Send Technical Issue

3.2 Market and Company Sales Potential

3.2 a) Total Market Potential (TMP)

Estimate Total Market Potential (TMP) for the product in the chosen countries:
 $TMP = a \times b \times c$

	China	Malaysia
a = Number of potential (eligible/qualified) consumers:	57600000.00	13984000.00
b = Frequency of purchase on an annual basis:	6.00	6.00
c = Selling price of the product (£)	55.00	55.00
CALCULATE = Total market potential (TMP):	19008000000.00	4614720000.00

Evaluate each item on a scale 1 – 5, 1 being least favorable and 5 being most favorable.

Evaluation Criteria	1	2	3	4	5	1	2	3	4	5
Total <u>Market Potential</u> (TMP):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3.2 b) Company Sales Potential (CSP)

Estimate company sales potential (CSP) for the product:
 $CSP = \text{Total Market Potential (TMP)} \times \text{Desired Market Share \%}$

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The System: Module 4

Entry Strategy and the Global Marketing Management Plan.

- Based on the findings and recommendations of modules 1-3, an entry strategy and marketing program for the target country (Module 4) is developed.
- From entry strategy on, the plan should be designed to minimize the risks and maximize profits while entering or expanding the company's presence in global markets.

4.1	4.2	4.3	4.4	4.5	4.6	4.7	
<u>Entry Mode</u>	<u>Product/Market Strategy</u>	<u>Pricing Strategy & Plan</u>	<u>Promotional Strategy & Plan</u>	<u>Distribution Strategy and Plan</u>	<u>Projected Profit/Loss (P/L) Statement</u>	<u>Conclusion & Recommendations</u>	<u>Report</u>

Module 4: Entry Mode Strategies

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Module 3

Module 4

4.1 Entry Mode

4.2 Product/Market Strategy

4.3 Pricing Strategy & Plan

4.4 Promotional Strategy & Plan

4.5 Distribution Strategy And Plan

4.6 Projected Profit/Loss (P/L) Statement

4.7 Conclusion & Recommendations

Report

Executive Summary

Bibliography

Title & TOC Page

Report Selection

Full Report

Score & Comments

Back To Project

Back

Send Technical Issue

Module 4 - 4.1 Entry Mode

Evaluate and select the best entry mode by ranking each one of the selection drivers on a scale of 1-5. A score of 1 = Low. A score of 3 = Medium. A score of 5 = High. The Entry Mode with the highest score will be the one which should be chosen in entering the foreign market.

4.1 a) Entry Mode

Column Key :

A = Goals/Objectives	F = Regulations
B = Control	G = Market Size
C = Resources	H = Risk
D = Experience	I = Flexibility
E = Competition	J = Feedback

Entry Mode	A	B	C	D	E	F	G	H	I	J	Total
Corporate Owned Retail Stores	5	5	5	5	4	2	5	2	5	5	43
Indirect Export	1	1	4	2	4	2	3	5	3	1	26
Direct Export	3	2	3	2	4	2	3	5	3	1	28
Foreign Based Sales Branch	5	5	5	5	4	2	5	2	5	5	43

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Module 4: Projected (P/L) Statement and Break-Even

GMMSO - Windows Internet Explorer

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4.6 Projected Profit/Loss (P/L) Statement

4.6 a) Projected P/L statement

	2010	2011	2012
Unit	33000000	31000000	28000000
Unit Price	45.00	30.00	20.00
CALCULATE = Net sales in the Target Market (£)	1485000000.00	930000000.00	560000000.00
CGS			408800000.00
CALCULATE = Gross Profit (loss): (£)	326700000.00	232500000.00	151200000.00
OpExpenditure	297000000.00	176700000.00	100800000.00
CALCULATE = Net profit (loss) after taxes (£)	29700000.00	55800000.00	50400000.00

A specific group of customers on whose needs and wants a company focuses its marketing efforts

4.6 b) Break-Even point

Included in the analysis of the profitability of a Target Market is the computation of the break-even point (BEP). The BEP should be used simultaneously with the development of product strategies and action plans to ensure that the marketing

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Module 4: Conclusion and Recommendations

Global Marketing Management System Online

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Quick Links

- Module 1
- Module 2
- Module 3
- Module 4
 - 4.1 Entry Mode
 - 4.2 Product/Market Strategy
 - 4.3 Pricing Strategy & Plan
 - 4.4 Promotional Strategy & Plan
 - 4.5 Distribution Strategy And Plan
 - 4.6 Projected Profit/Loss (P/L) Statement
 - 4.7 Conclusion & Recommendations
 - Report
- Executive Summary
- Bibliography

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Module 4 - Instructions | Suggested Websites | Glossary

Module 4- 4.7 Conclusion and Recommendations

4.7 a) Conclusion

Based on our study of the consumer electronic market in China, we feel that Best Buy will be able to become a profitable player in the market. It is not feasible to assume that the company will become the dominant player immediately because of the amount of competition. We do feel that Best Buy, by capitalizing on its excellent service record, should be able to gain market shares from the existing players in the market. We feel that by the third year in the China market that Best Buy could realistically achieve net profits of \$29.7 million.

4.7 b) Recommendations

Our recommendation is for Best Buy to continue its plan to enter the consumer electronics market in China. We feel that the company should begin with a greenfield strategy of opening 20 stores in the following major cities: 10 stores in Shanghai, 6 stores in Beijing, and 1 store each in Chongqing, Guangzhou, Tianjin, and Wuhan. In year 2, we will open an additional 10 stores in the same cities: 4 in Shanghai, 2 in Beijing, and 1 each in the other 4 cities, followed by an additional 15 stores in year 3: 6 in Shanghai, 5 in Beijing, and 1 each in the other 4 cities.

Done

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Report Selection

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- ▶ Module 2
- ▶ Module 3
- ▶ Module 4
- ▶ Executive Summary
- ▶ Bibliography
- ▶ Title & TOC Page
- ▶ Report Selection
- ▶ Full Report
- ▶ Score & Comments
- ▶ Back To Project
- ▶ Back
- ▶ Send Technical Issue

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- ▶ Module 2
- ▶ Module 3
- ▶ Module 4
- ▶ Executive Summary
- ▶ Bibliography
- ▶ Title & TOC Page
- ▶ Report Selection
- ▶ Full Report
- ▶ **Score & Comments**
- ▶ Back To Project
- ▶ Back
- ▶ Send Technical Issue

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Benefits of the GMMSO

- It is a web-based learning tool.
- It is interactive.
- Allows integrating knowledge from a variety of courses.
- It bridges the gap between theory and the real world of business.
- It is practical and realistic.
- It is flexible.
- Can be used from anywhere in the world.
- The project can be completed individually or as a member of a group.



Benefits of the GMMSO (Contd.)

- **It is easy to navigate.**
- **It is easy to print reports.**
- **Provides links to online resources and search engines**
- **Provides examples of case studies completed by other students.**
- **Provides technical support.**
- **One can jump in and use it right away.**



Teaching Suggestions

- **Group project assignment (up to five students per group)**
- **Grade both individual assignments and group assignments**
- **Recommend publicly held companies or provide a list of companies to choose from.**
- **Require a project proposal consisting of Module 1.1a – 1.1f.**
- **Ask students to hand-in reports after completing each Module or e-mail you the report.**
- **You can also access and monitor the progress of your students online.**
- **Consider grading each module separately and give students feedback.**
- **Challenge students to search for answers instead of expecting answers with the click of the mouse (they will learn a lot in the process)!**
- **Ask students to review the User Guide, Case Examples, Resources and Glossary before they begin working on the project. Glossary terms are hyperlinked in all 4 Modules.**



Background

- **Based on the Global Marketing Management System (GMMS) book previously published by Pearson Education, Inc. in 1998.**
- **30 years of international marketing research and analysis, teaching and testing the system with companies interested in marketing their goods or services abroad.**
- **Students, company executives, and international business practitioners and consultants successfully use the system, assisting companies with international development goals and objectives.**
- **The case studies are examples of actual student projects using the GMMSO.**



SURVEY RESULTS

KEY POINTS (1)

- **GMMSO enhanced students' understanding of international business concepts and practices.**
- **Enabled them to integrate and evaluate environmental factors (such cultural, economic, political and regulatory) affecting the decisions of firms pursuing global business opportunities.**
- **Allowed the integration and application of various business disciplines, in addition to international business, such as management, marketing and finance.**



SURVEY RESULTS- KEY POINTS (2)

- Created an engaging environment, required students to use critical thinking skills and enhanced their decision making and team working skills.
- Improved their international business research skills and increase their awareness of useful online resources.
- Students overwhelmingly preferred to have the project assigned as group work (55 out of the 70 surveyed), and 65 out of 70 preferred a mixture of class-time and personal-time to complete the project as opposed to using strictly class-time or personal-time.



Survey Conclusion

- **GMMSO enhanced students' understanding of international business and bridged the gap between theory and practice.**



Σας ευχαριστώ πολύ

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