**This is continuation of previous assessment. I have included the previous assessment report as well(in a separate file)**

Project Overview

This project is based on the same case that you worked on in the previous course. In this assignment, you will make a recommendation to the Board of Directors for its entry strategies.

Case Study

A blue text on a white background

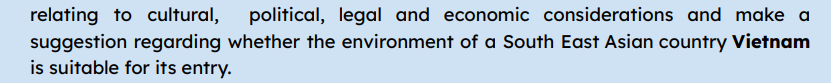
Description automatically generated

A blue text on a white background

Description automatically generated

A blue text on a white background

Description automatically generated



References

● Oberoi Hotels, (2022a) About us, retrieved 14 January 2024.

<https://www.oberoihotels.com/about-us/>

● Oberoi Hotels, (2022a) Destinations, retrieved 14 January 2024. (Link)

<https://www.oberoihotels.com/destinations/>

* Brief Description of the Assessment Task : identify international opportunities and formulate recommendations to pursue the opportunities in line with organizational capabilities and are socially and culturally responsible.
* prepare a written report of ~ 2,500 words that articulates the key concerns/recommendations that they identified in your study.
* need to prepare a case study report that identifies international business opportunities and formulates recommendations for your case study organization, product, or service. In particular, these recommendations need to be socially and culturally responsible.
* identify the international business opportunity for the case of organization. Secondly, you need to present an introduction. In this section, you will highlight what you are going to examine in your case study report and how and why.
* Thirdly, you will need to suggest the international strategy for the company. To do this, you first need to conduct a SWOT analysis for your firm. Out of this SWOT analysis, you should emanate your objective for the market. Then you need to consider the actual international strategy out of the four international strategic choices. There are four international strategic choices and they include the international home replication strategy, the localization multi-domestic strategy, the global standardization strategy or the transnational strategy. So, you need to choose one of them and justify why you think that is most suitable for your case study organization
* **Fourthly**, once you have done that, then you need to specify the entry mode for your case study organization. consider all of the entry modes and decide on the most appropriate one. For instance, exporting, licensing, franchising, joint ventures, Greenfield, wholly owned, foreign enterprises, mergers or acquisitions or strategic alliances, and consider which one, you think is most suitable for your case organization. consider the advantages and disadvantages of each entry mode and also how Dunning's eclectic theory may help support your entry mode choice.
* **Fifthly,** once you have chosen the international strategy and the entry mode, Pick the international organization design for this organisation.So how will it look like? What type of organized structure will you use? You could draw a picture of this structure. Will decision making be centralized or decentralized and then what about integrating mechanisms? And how will you control this new net venture? As a hint, it may be useful to think about a few output controls for the new international opportunity.
* **Sixthly**, you need to consider international marketing for your case study organization, product or service. Firstly, you'll need to have an idea about the market segment that you'll be targeting.You need to specify what this should be and find some information on this market segment. So, for instance, what are their characteristics? Next, you will need to analyze the product or service according to the four Ps: product, price, place and promotion. To think about how you market the product in the new country. The key question is about whether you standardize or customise each components of the four Ps to the new market you're in. For example, will you adapt the product for the new market or will you adapt the price? Does the new market require different promotional activities and will place matter for this product or service?
* **Seventh**, the next part of your assignment will require you to articulate the international human resource strategy for the fair. Some useful questions could include
* What staffing policy do you think that they should be using out of the three examined in the course? This includes the ethnocentric, the polycentric or geocentric staffing policy.
* Should the organisation use expatriates to staff the new international venture, or should they use local employees or those employees from a third country?
* • Having made the decision about the type of people to employ and use, how will you recruit those individuals?
* • How will you train them and compensate them and appraise their performance?

**Finally, in the conclusion, you need to summarise your main findings and implications of your findings for the case study**

So overall, what makes a good quality assignment?

a) It is based on good quality research and your ability to present a vast amount of information simply and in a convincing way.

b) You need to read broadly on theories, models and frameworks relevant to international business and the areas you need to cover in the assignment.

c) You have good quality sources of information, including academic journal articles, business practitioner articles, textbooks, etc. However, please don't use Wikipedia or dubious references or no name references from strange websites.

d) How well you use these resources to support your arguments?

e) Your information is realistic, relevant and would be useful for the case study organisation.

f) You have adequately referenced and you have used the Harvard referencing system to acknowledge your sources of information, both in text and as a reference list at the end. Your final paper doesn't exceed two and a half words in total and h. Your paper should be tight, double spaced, 12 point font and has headings. And finally. i. The references. You should have about 15 to 20 references

Project Structure

Your title paper should follow the following format:

1. **Title page**
   * Assignment, Name and student ID
2. **Introduction**
   * Highlight what you are going to examine in your case study report and how and why?
3. **Body of the paper**
   * Address the main crux of the assignment, which will include addressing the following:
     + The appropriate international strategy chosen
     + The entry mode chosen
     + The international organisation design chosen
     + The international marketing strategy chosen
     + The international human resource strategy chosen
4. **Conclusion/Recommendations**
   * Summarise your main findings from your analysis and discuss the implications of the main findings of your case study analysis

Guidance:

The Executive Summary - Coverage

a) Dynamics of International Strategic Management

b) Entry Mode

c) Time and scale of entry

d) Utility of selected Entry Mode

e) INTERNATIONAL ORGANIZATION STRUCTURE

Cover - Formal organisation structure

f) INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Cover - control system, incentives, process, organization culture

g) INTERNATIONAL MARKETING STRATEGY

Choose the appropriate business strategy – Differentiation, cost

leadership, focus

The three major approaches to global marketing – EPRG

Describe 4Ps of Marketing Mix – Product, Price, Place, Promotion

with strategy in brief

A diagram of a company

Description automatically generated

A red sign with white text

Description automatically generated

A diagram of competitive competitiveness

Description automatically generated

A red sign with white text

Description automatically generated

A white sheet with black text

Description automatically generated

A red sign with white text

Description automatically generated

A diagram of a business

Description automatically generated

A red sign with white text

Description automatically generated

A close-up of a document

Description automatically generated

A red sign with white text

Description automatically generated

A few words on a white background

Description automatically generated

A red sign with white text

Description automatically generated

A black and white text on a white background

Description automatically generated

A close up of black text

Description automatically generated

A red sign with white text

Description automatically generated

A diagram of a business strategy

Description automatically generated

A white background with black text

Description automatically generated

A white background with black text

Description automatically generated