

9.5 Individual assignment

9.5.1 Description individual assignment

Write an essay in which you discuss the issues below. The essay should count up to 10 pages of text (i.e., excl graphs, tables and references). Lettertype: Times roman 12. Line distance 1. Please make sure you provide appropriate (APA style) references to literature that you use.

The Kuwait Dairy Company (KDC) produces dairy products made of fresh milk. Assume that the company would want to export yoghurt to the EU. The future EU client(s) will be invoiced in euros. Assume also that the EU customer will be granted a customer credit of three months by the Kuwaiti exporter and will pay after that period.

1. Profile the company with specific reference to why you believe it is geared to exploit the EU target market.
2. Comment on the competitive (comparative) advantage you believe the proposed export product could enjoy in the EU market. Does this correspond with the advantage in the domestic market? Is the advantage sustainable over time?
3. Analyse the external environment the focal firm may face in the country to be entered. Who are the main players in the competitive field?
4. Determine the attractiveness of the target market in terms of market size and growth.
5. What cultural differences will the company encounter when dealing with the EU or one of its member states and how will it navigate these differences?
6. Determine the attractiveness of the market in terms of legal dimensions influencing contracts and intellectual property rights.
7. Determine the attractiveness of the market in terms of real or perceived trade barriers (tariff and non-tariff, including technical, health and environmental standards). Countering such barriers need to be addressed.
8. Discuss other tax issues (for instance, VAT) you may need to deal with when exporting to an EU country.
9. Discuss how the currency exchange rate risk will be avoided.
10. Discuss any other challenges on your way in areas not mentioned above (logistics, marketing, distribution, payment problems, etc).

Instructions

Write a paper with a story line instead in which the questions above are discussed. **You are not allowed to quote.** You are expected to use your course materials as well as do some research and use peer-reviewed papers. *Avoid Google as much as you can: points will be deducted for the use of websites like Wikipedia, Investopedia, Tutor2u, etc..* Scholar.google.com is in any case preferable to its popular brother but your free Infocenter subscription to EBSCO's 5000 full-text journals is very useful and you'd be well advised use it. Use the template for a paper that is posted on Moodle in the assignment section. You will also find a copy of the rubric that will be used to grade your paper. **Improper citation or plagiarism will be reported to the Exam Board and may have serious consequences esp. in case of recidivism. Use of AI to generate the paper will similarly be reported as exam fraud.**

Good luck!

CRITERION	VERY POOR	UNSATISFACTORY	SATISFACTORY	GOOD	OUTSTANDING
Criterion 1 (D01): Company profile: The participant discusses the profile of the company w.r.t. its ability to exploit EU target markets (10%)	Very poor: No profile is discussed.	Unsatisfactory: Insufficient, irrelevant arguments used to discuss the company's ability to exploit foreign markets.	Satisfactory: The participant provides a reasonable discussion of the company's ability to exploit foreign markets with reasonable/partially flawed arguments.	Good: The participant provides a good discussion of the company profile that is reasonably well-argued and reasonably well-documented.	Outstanding: The participant provides an excellent discussion of the company profile that is well-argued and well-documented.
Criterion 2 (D02): Competitive advantage: The participant discusses the the competitive (comparative) advantage of the product in (inter)national markets (10%)	Very poor: the participant does not discuss the competitive or comparative advantage of the product in (inter)national markets	Unsatisfactory: Insufficient, irrelevant arguments used to discuss the product's competitive/comparative advantage.	Satisfactory: The participant provides a reasonable discussion of the products competitive/comparative advantage with some flawed/incorrect arguments.	Good: The participant provides and good discussion of the product's competitive/comparative advantage that is reasonably well-argued and reasonably well-documented.	Outstanding: The participant provides and excellent discussion of the product's competitive/comparative advantage that is well-argued and well-documented based on the course literature.
Criterion 3 (D02): External Environment: The participant analyses the external environment the focal firm may face in the country to be entered. (10%)	Very poor: The participant makes no attempt at all to analyse the external environment.	Unsatisfactory: Insufficient, irrelevant arguments used to discuss the external environment.	Satisfactory: Reasonable analysis of the external environment of the focal firm is given but with partly flawed/incorrect arguments.	Good: The participant provides an good analysis of the external environment that is reasonably well-argued and reasonably well-documented	Outstanding: The participant provides an excellent analysis of the external environment that is well-argued and well-documented based on the course literature.
Criterion 4 (D02):Market attractiveness I: The participant determines the market attractiveness in terms of market size and growth (5%)	Very poor: No assessment of market attractiveness in terms of market size and growth is given at all.	Unsatisfactory: Insufficient, irrelevant arguments used to assess the market in terms of size and growth.	Satisfactory: Reasonable assessment of market attractiveness in terms of size and growth is provided, but with deficiencies in the argumentation though.	Good: Good assessment of market attractiveness in terms of size and growth is provided with arguments and documentation.	Outstanding: Excellent assessment of market attractiveness in terms of size and growth is provided, well-argued and well-documented.
Criterion 5 (D02):Market attractiveness I: The participant determines the market attractiveness in terms of cultural differences (5%)	Very poor: No assessment of market attractiveness in terms of cultural dimensions is given at all.	Unsatisfactory: Insufficient, irrelevant arguments used to assess the market in cultural dimensions.	Satisfactory: Reasonable assessment of market attractiveness in terms of cultural dimensions is provided, but with deficiencies in the argumentation though.	Good: Good assessment of market attractiveness in terms of cultural dimensions is provided, with good arguments.	Outstanding: Excellent assessment of market attractiveness in terms of cultural dimensions is provided, well-argued and well-documented with literature.
Criterion 6 (D02):Market attractiveness I: The participant determines the market attractiveness in terms of legal dimensions influencing contracts and intellectual property rights. (5%)	Very poor: No assessment of market attractiveness in terms of legal dimension is given at all.	Unsatisfactory: Insufficient, irrelevant arguments used to assess the market in terms of legal dimensions.	Satisfactory: Reasonable assessment of market attractiveness in terms of legal dimensions is provided, but with deficiencies in the argumentation though.	Good: Good assessment of market attractiveness in terms of legal dimensions is provided, with good arguments.	Outstanding: Excellent assessment of market attractiveness in terms of legal dimensions is provided, well-argued and well-documented with literature.
Criterion 7 (D03): Market attractiveness II: the participants discusses the market attractiveness in terms of real or perceived trade barriers and proposes solutions to overcome these barriers. (10%)	Very poor: Participant does not discuss the the market attractiveness at all and does not identify any real or perceived trade barriers.	Unsatisfactory: Participant identifies some trade barriers that are in addition irrelevant in the context of the market that is to be entered and proposes ineffective, half-hearted or ill-motivated solutions.	Satisfactory: Participant gives a reasonable but incomplete account of trade barriers and only partial or half-way solutions to overcome them.	Good: Participant gives a good overview of trade barriers and proposes reasonable solutions to overcome them.	Outstanding: Participant gives and excellent, well-argued overview of trade barriers and proposes well-motivated, excellent solutions to overcome them that are grounded in the course literature.