

**Team Project: Expansion of a Business into a Second Country**  
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**INSTRUCTIONS**

Your company is doing very well. You decide you would like to expand to an international location. Your CEO is not aware of your idea. Prepare a proposal that will introduce the idea to your CEO.

You and 10 other employees may need to be transferred to the international location to start up the business.

Read a minimum of two articles per person on that country. (If you have three (3) individuals on your team, you would need a minimum of 6 articles; four (4) individuals, 8 articles; five (5) individuals, 10 articles.)

Prepare a bibliography for your articles using APA style. (Remember that the titles of the articles are all lowercase except the first word of the title, the first word after a colon, and proper nouns.) After each source, keyboard in student's name who read the article. You may also interview someone who is from or who has recently visited that country.

You may use any information obtained from your articles or interviews in your report, and/or you can make up anything that will fit your company's circumstances. You may choose your product and/or country from the list provided or select your own. The purpose of this project is to develop successful team skills.

Prepare a **recommendations** memo report.

Present recommendations indicating whether or not you feel your team can advantageously locate your business in your chosen country. Team members should develop the following sections:

- Budget needed to open your office, include a table with \$ amounts
- Criteria for making your decision
- Advertising plan to identify ways you will advertise your product
- Flyer using InDesign or Photoshop or a website to advertise your product
- Bibliography including articles you read. Put student's name at the end of each source.

Use the **Direct Style**. (**Give the recommendation with rationale in the first paragraph of memo.**) **You give your recommendation and one reason from each of the criteria sections to prove your recommendation.**

1. Address the short informal report (minimum: 3 pages, single spaced plus 1 page for bibliography) to your boss, Diana Green, President, Green Enterprises. (Use APA style).
2. Use memo format. Key all of your names in the FROM line.
3. Use side headings to divide your memo into sections according to your criteria.

4. Number your pages in the lower center of each page.
5. Proofread carefully. **Each grammar, spelling error, and punctuation error will be a -1 point each.**
6. Use line spacing 1.0, before and after paragraphs 0 pt., and one blank line above and below side headings.
7. Avoid using "it," "there," "this," and slang.

**POSSIBLE PRODUCTS AND COUNTRIES**

<u>LED Lights/Taiwan</u>	<u>M&amp;Ms/Switzerland</u>
<u>Bike Rentals/France</u>	<u>Green Hiking Gear/Thailand</u>
<u>Ecofriendly Shoes/Germany</u>	<u>MP3 Players/Argentina</u>
<u>Sambazon Energy Drink/Brazil</u>	<u>iCandy Glasses/Japan</u>
<u>Automotive Performance Parts/Germany</u>	<u>Dell Computers/Brazil</u>
<u>Disney Store/Italy</u>	<u>Frogurt/England</u>
<u>Tax Preparation/Canada</u>	<u>Accounting Services/Russia</u>
<u>iPads/China</u>	<u>I-Fly/China</u>
<u>Frozinhos/Brazil</u>	<u>U Car Share/Utah</u>
<u>Hurtz Donut/South Korea</u>	<u>Los Gatos Mexican Restaurant/Scotland</u>
<u>Goal Zero/Guatemala</u>	<u>Miller's Bakery/Brazil</u>
<u>Adventure Tours/Australia</u>	<u>Water Purification/Haiti</u>

**POSSIBLE CRITERIA**

Tax Benefits	Purchasing or Leasing office Space	Geographical Conditions	Training Costs
Economic Opportunities	Present Market Conditions	Government Conditions	Export Costs
Attitude Toward US Products	Social Conditions	Housing	Language Requirements
Transportation		Weather	Target Market
		Culture	Competition