

Anon international business assignment



**ASSIGN
BUSTER**

Faculty of Business Management & Globalization Due Date Department

Scheduled class time (Week 9) unit controller / Examiner : CHRISTOPHER P.

JOHN E-mail This individual assignment represents 25% of your total course

grade. Objective To provide a clear and cohesive understanding of

international marketing To enhance research skills of students for the real international market.

To involve theories and concepts of international marketing to a real life

situations faced by companies TASK: You are an International Business

Advisor for a foreign manufacturing company that intends to establish a

subsidiary operation in Malaysia. Part of the reason why they wish to set up

in Malaysia is that they intend to reach the regional South East Asian market

for their product. You have visited the Malaysian Industrial Development

Authority (MAIDA) and need to write a report on how they can set up their

operations in Malaysia, and market within the South East Asian Region.

You are free to pick a company of your choice. Your report must be very

specific and strategic. You may make assumptions where necessary,

provided that they are backed up with Justifications. Cover page and name

ladle AT contents Executive Summary Introduction Objectives Issues

Conclusions and recommendations Appendix References (minimum 10,

Harvard-style) Submission information Report: 2, 400 words Typed; Times

New Roman 12, spacing 1. , Justify, insert page numbers and header/ footer.

Binding and neat Cover page with name and signature Deadline for report

submission is scheduled class time in Week 9 Students who submit the

assignment later than the deadline date will be penalized 10 percent from

the total marks awarded for the first day and 5 percent per day hereafter.

<https://assignbuster.com/anon-international-business-assignment/>

(Weekend or public holiday counts as one day). Late submission after the date of the Board of Studies (ASS) meeting will not be accepted.

Plagiarism will not be tolerated. Your work will be scanned using plagiarism detecting software. Paraphrase every sentence. Use Harvard referencing. A softy of your report is required. Marking criteria

Items	Criteria	Grade %
Relevance and depth of research materials used as evidence of background reading.	20	2.
Critical analysis and evaluation of the issues – linking the issues in the task to the relevant underpinning theory and business models		