

Mr smallwood

[Business](#), [Company](#)



Yes points possible 100. 0 Resubmissions Allowed? No Attachments checked for originality? Yes Assignment Instructions McDonald's and Struck have Invested heavily In developing their brand names and marketing initiatives domestically and Internationally. While they both have experienced growing pains, they have also enjoyed the sweet successes learned from each other. While best practices were not always the " buzz word" for some organizations over the years, they did learn from each other in their way.

However, like any other business, they may not want to admit that there were lessons learned and practices realized by other businesses which helped them to grow and thrive in various markets. Please take a moment and think about the following question as you prepare to research and write the assignment for this week. How do you think McDonald's and Struck were able to establish their brands to fit local markets wrought architectural design of the stores, their e-commerce strategies and service to accommodate the local markets and culture? . Please explain their approaches individually and determine if there are any differences or similarities. 2. Do you think Struck benefited from the missteps by McDonald's that you will read about in your research? 3. You should use reference material from course readings and outside sources when needed to strengthen your argument Complete your answers in a Word document with PAPA formatting and submit Assignment 3 by midnight, Day .

What marketing considerations do you need to understand as you evolve from a domestic supplier or international distributor to a fully integrated global company? Is It an easy transition or does it demand restructuring of your market functions? Pretend that I, your CEO, have asked you to open up

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give (5) different overseas locations for our domestic business. What are some of these marketing considerations that we have to focus on first, and what are some future marketing considerations? Submit your Forum Post 4 Minimal post by midnight.

Please suspend to two (2) of your classmates' posts by midnight, Day 7.

Please review the rubric for Forum postings as you prepare these postings

for this week. Mr.. Smallwood By mallard open Date June Z 2014 12: 00 AM

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developing their brand names and marketing initiatives domestically and

internationally. While they both have it an easy transition or does it demand

restructuring of your market functions? Considerations? Submit your Forum

Post 4 initial post by midnight, Day 4. Please