

# Withdate global

[Business](#), [Marketing](#)



Requests for short-term extensions will only be considered in the case of illness or other cause considered valid by the Student Adviser. These must normally be received and agreed by Student Adviser in writing at least twenty four hours prior to the deadline. Please refer to the Academic Regulations or your Student Handbook for full details. Further details: This assignment must be completed individually. This assignment must be attached to a completed university Assignment Cover Sheet. All assignments must be submitted via TURNING. You are advised to keep a copy of your TURNING receipt. The Harvard Referencing system must be used.

Thursday's approval from the Cabinet Committee on Economic Affairs was the final one KEA required to make investments in India. Any foreign investments of more than 12 billion rupees must get this committee's approval. Indian's Foreign Investment Promotion Board had approved Kike's proposal in January. The company welcomed the decision with KEA Group Chief Executive Mikhail Olsson calling it a " very positive development. " In a statement, he said KEA already sources products from the country and " will continue to increase our sourcing in India from both existing and new suppliers, building on long-term relations and shared values. "

Now led by Peter General, the new chief executive after Mikhail Olsson retired recently, KEA is still " defining the entry plan" for India. " We have great potential for growth and primarily we are still focusing on existing stores and markets," a company spokesperson in India told Business Standard. Adding: " We are also excited to meet new customers in a few new countries over the coming years; examples are Croatia, South Korea and India. " The company would take at least three years to open a store from

the time of identifying a location, the executive maintained. So, the first KEA outlet in India is not expected before the end of 2016.

When asked how Kike's India plans looked after the new CEO had taken over, a company executive said: " India is an important market for KEA In India and we are currently defining the entry plan. The most important priority is to find the right location for our stores at the right price in major cities, with easy access to public transport and a good road network. " KEA has been sourcing from India for about 25 years. It has begun talks with authorities in many states in the north and south. Indications are that the first store might be in in Oneida or Surgeon in the Delhi region.

Meanwhile, KEA representatives eave started to meet Indian customers and visit their homes to understand " life at recently, KEA is still " defining the entry plan" for India but now wants to make an entry around May 201 5 You are employed as a Global Marketing Consultant and have been asked by your Senior Vice President of Marketing in KEA to prepare a management report that addresses the following global marketing issues pertaining to the launch of the KEA brand in India in May 2015. Task: You are required to use KEA as a basis for discussing the following relative global marketing issues.

In this regard, you should begin by preparing a brief profile of KEA Prepare a global strategic marketing report to support the entry and expansion of the KEA brand in INDIA. The report should include a consideration and discussion of the following issues: 1 : Using appropriate and relevant analytical techniques conduct a comprehensive micro and macro-environmental analysis of the Indian market environment and their implications for KEA (30

Marks) 2: Develop appropriate global marketing objectives and critically analyses the supporting corporate and business strategies to support the launch of the KEA brand in India. : State and evaluate the appropriate market entry method in India, with business ease Justification as well as the marketing tactics that will support the selected entry mode in the Indian market. (marks) 4: Develop and discuss of the implementation of planned marketing activities in the new market with time lines (20 Marks) This assignment requires you to demonstrate your knowledge and understanding of the planning issues surrounding the entry of KEA into INDIA.

You are required to examine and evaluate the environment (competitive and politico economic), and to evaluate the marketing strategies and business model of 'KEA, and their suitability to the INDIAN market entry. Your evaluation must not be descriptive in nature; it should provide clear evidence of your understanding of the issues surrounding the business model adopted by 'KEA. Your evaluation must be supported by; information from industry sources, academic theories and concepts and the paper must comply with the report format and the Harvard referencing guidelines.

There is no correct number of academic references to be utilized as the student must draw as many references as required to provide a high quality answer. However, a minimum of 12 academic sources are expected, and a majority of these should be current, internationally peer reviewed articles/Journals or accredited textbook references. Sources such as Wisped are not accepted. Sources available only online should be avoided. You must be mindful that marks will be allocated based on your knowledge and

comprehension and your ability to define, explain, apply, analyses and evaluate the key concepts.

The chart below demonstrates how the marks (for content) will be allocated according to the criteria shown. Specific Module Guidance To achieve a pass level mark you must ensure that you: (I) apply your knowledge and understanding of the information required by the task and research the information n KEA from a range of academic sources. This will require secondary research. Additionally you must priorities, analyses and evaluate the efficacy of the information gathered.