

## STRATEGY TERM PROJECT



*The HP Running Case, a related activity for each strategy term project module, is available in Connect.*

### //// Module 10: Global Strategy

Before deciding to compete around the world, a firm must consider some basic questions: Why? Where? How?

*If your firm is already engaged in international activities, answer the following questions:*

1. Is your company varying its product or service to adapt to differences in countries? Is the marketing approach different among the nations involved? Should it be?
2. Is your firm working internationally to access larger markets? To gain low-cost input factors? To develop new competencies? Is its approach in all three areas appropriate?
3. Which of the four global strategies is the firm using? Is this the best strategy for it to use?

Why or why not? (Exhibit 10.9 provides a summary of the four global strategies.)

*If your firm is not now engaged internationally, answer the following questions:*

1. Would your firm's product or service need to be modified or marketed differently if it expanded beyond the home country?
2. Does your firm have the potential to access larger markets by expanding internationally? Does it have the possibility of lowering input factors with such expansion? Please explain why or why not.
3. If your firm decided to expand internationally, where does the firm reside on the integration-responsiveness framework? (Refer to Exhibit 10.7 if needed.) What does this result say about the "best" global strategy for your firm to use for international expansion?