



# International Business Management

Business English Conversation Class

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# Task description

- 1) Choose one Polish company (Appendix 1 – list of companies)
- 2) Analyse the chosen company's macro and micro environment (Appendix 2 – analysis components)
- 3) Carry out SWOT analysis (Appendix 3 – SWOT matrix)
- 4) Prepare a foreign market entry strategy (Appendix 4 – entry modes)
- 5) Feedback (Appendix 5 – feedback form)

## Additional information

Homework: prepare steps 1,2,3,4

In-class: discuss steps 2, 3 & 4 (about 15 min per group + 10 min feedback)

# Task goals

The discussion of various foreign market expansion strategies.

The choice of a foreign market entry strategy that could guarantee success .

# Appendix 1

**Fakro Sp. Z o.o**

<http://www.fakro.pl/>

**Empikgroup**

<http://empikgroup.com/>

**Sokołów**

<http://sokolow.pl/>

**PESA Bydgoszcz SA**

<http://www.pesa.pl/>

**Kompania Piwowarska**

<http://www.kp.pl/>

**CD Project**

<https://www.cdprojekt.com/>

# Appendix 2

## Market environment analysis

### Macro-level environment

- global economy
- politics
- law
- demography
- technology
- natural environment
- socio-cultural conditions

### Micro-level environment

- customers, clients
- suppliers
- competitors

# Appendix 3

## SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	<b>S</b> Strengths	<b>W</b> Weaknesses
External origin (attributes of the environment)	<b>O</b> Opportunities	<b>T</b> Threats

# Appendix 4

## Foreign market entry strategy – entry modes

- **Exporting**

Marketing and direct sale of domestically-produced goods. Four players: exporter, importer, transport provider, government.

- **Licensing**

It permits a company in the target country to use the licensor's property, such as trademarks, patents, and production techniques.

- **Joint venture**

Joint venture common objectives: market entry, risk/reward sharing, technology sharing, product development, government regulations. Key issues to consider: ownership, control, length of agreement, pricing, technology transfer, local firms capabilities and resources, and government intentions.

- **Foreign direct investment**

It is the direct ownership of facilities. It involves: capital, personnel, resource, technology transfers.

**Pay attention to each mode's advantages and disadvantages!**

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