Checklist 5.3

**P8**

1. How has the business expanded internationally?
Cover these strategies: SUBSIDIARY BUSINESSES, JOINT VENTURES, PARTNERSHIPS, AGENCIES, LICENSING, FRANCHISING, SUB-CONTRACTING, OUTSOURCING.
Note: research this properly – they have used many of these strategies.
2. Explain why they have used each strategy. Consider issues like the speed of growth/establishing operations overseas, access to local business knowledge and expertise, cost control, risk control etc.
3. Explain how the business has adapted their products and service to meet the demands and preferences of the international markets.

**M5**

You are to add to your case study by *analysing the effectiveness of the resources* they use. In doing so, please consider the following:

1. **Capital** costs - i.e. how effectively they have used their capital in host countries, where it gets its capital from to develop internationally and the importance of this to the firm’s international growth
2. **Revenue** costs - i.e. how effectively they have used revenues (revenue expenditure) in host countries and the relative importance of revenue to the company’s international development
3. **Expertise and intellectual capital** - e.g. how effectively they have used their branding, reputation, goodwill, managerial expertise etc. in host countries
4. **Training** costs **for local labour** - i.e. how the local workforce in host countries has been used and trained and if this has been done effectively
5. **Organisational structure** of international business – i.e. how the business is structured and organised to incorporate the international elements and things it might have to consider along the way when developing its structure.

**Use examples when you can**

**D4**

Evaluate the success of the strategies (considered in P8) and the resources (considered in M5) used by the business. Specifically….

* Look at reasons why they developed successfully internationally. Evidence that suggests they have been successful in their international development.
* Then balance this with arguments why they might have not been as successful as they possibly could have been. Reasons why the business could have been even better.
* Finally, conclude by deciding, on balance, if their strategies and resources used were successful. If you think they were partially successful, explain in which areas. Justification of your decisions here is critical.