

# **Global Marketing Group Project**

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This is a description of the small group assignment for this class. Each group will be assigned / choose a region of the world. The group will work on an extensive analysis of the region that (generally) should include the following aspects:

### **GENERAL OUTLINE OF TOPICS TO BE COVERED IN THE ASSIGNMENT**

#### **A. General Description of the Region (suggested aspects) (Group 1)**

- a. General overview of the location of countries within the region
- b. Population of the countries within the region (both number and distribution)
- c. Each country's relevant trade statistics, particularly with respect to the Indonesia
- d. top 2 exports and top 2 imports of each country
- e. brief historic account of Indonesia trade with the countries
- f. other broad aspects (of your choice)

#### **B. Economic Environment of countries within the Region (Group 2)**

- a. Per Capita Income / Average Household Incomes of countries within the region
- b. Income distributions within the region
- c. General state of the economy in various countries within the region
- d. Significance of these economic aspects for marketing in these countries

#### **C. Cultural Environment of the countries within the Region (Group 3)**

- a. Language(s) spoken in various countries within the region
- b. Religion(s) prominent within various countries
- c. Specific aspects such as customs, business practices, etc.
- d. How do these cultural aspects impact marketing activities within the region?

#### **D. Political/Legal Environment of the countries within the Region (Group 4)**

- a. General political system and climate in various countries within the region
- b. Various laws and regulations that apply to Indonesia firms doing business in different countries within the region
- c. Customs regulations, tariffs, etc. that apply to Indonesia businesses.
- d. A general discussion pertaining to major product categories is OK; you don't have to list specific tariffs for each product. Present the general numerical range of tariffs, if possible.

#### **E. Financial Environment of the Country (Group 5)**

- a. Currency(ies) being used
- b. Exchange rates with respect to the Indonesia Rupiah
- c. Brief historic account of exchange rates with respect to the Indonesia Rupiah
- d. How do aspects of the financial environment in this region affect marketing activities of Indonesia firms?

#### **F. Nature of Infrastructure (Group 6)**

- a. General description of infrastructure in various countries in the region; i.e. presence and quality of road, rail, and air transportation; communication systems; marketing research services; advertising agencies; retail outlets; other relevant aspects
- b. Internet infrastructure: percentage of population with Internet access,

percentage of people who buy over the Internet, significance of Internet-based marketing in these markets.

- c. What potential effects can the nature of infrastructure in this region have on Indonesia firms' ability to market in these countries?

**G. Specific Marketing Information (Group 7)**

- a. Current presence of major Indonesia businesses and Indonesia product/service areas in these countries
- b. Overview of Indonesia direct investment in the countries
- c. Nature of Indonesia businesses' presence (e.g., discuss some examples of direct investment by Indonesia businesses, joint ventures, franchises, etc.)
- d. Major areas of opportunity for Indonesia firms in the region (e.g., what types of products/services are going to be major opportunity areas).
- e. Current issues and concerns (if any) for Indonesia businesses and/or individuals interested in doing business in the region.

Please keep in mind that this is a general outline, and you should try to expand upon this and include more relevant information if possible. Also, individual countries will vary in terms of quantity and quality of information available. Hence this outline is only meant to provide you with a general description of what is expected from you in terms of this assignment. Within each group of countries, I don't expect you to include equal amounts of information pertaining to each country.