

AMB336 Case Analysis

Assignment 1

Summer Semester, 2019

Due date:	Friday 13 th December (Week 4) via Turnitin 11.59pm
Weighting:	50%
Individual or group:	Individual
Word limit:	1,500 Words
Format:	Written report using size 12 Arial or Times New Roman font with 1.5 line spacing. Consistent Referencing style required.

A table can be used for assignment 1 and 2 but should be kept to 1x ½ page max (not counted in word count). 10% over is ok.

Title **Assignment 1 Case Analysis**

Purpose: To assess students' ability to evaluate a case study in relation to social and ethical understanding, identify critical issues, develop and formulate an international marketing recommendation based on this ethical understanding.

Description: Case is provided below. Students are required to provide a concise overview of the current situation by identifying the main international marketing ethical dilemma, addressing issues through the lens of ethical understanding and give a realistic and justified international marketing recommendation.

Instructions:

1. Read the case study below carefully.
2. Provide an understanding of the international ethics issues related to the pertinent brand/company/international customer.
3. Provide insights on corporate social responsibility related to the country context and brand/company/international customer.
4. Provide a realistic and justified international marketing recommendation.

*Remember to support your findings, arguments and recommendation with academic, peer reviewed sources.

The Case:

You are the new international marketing manager for a small to medium sized Pharmaceutical company. The company is a producer, wholesaler and retailer of a Hemp based Probiotic.

You have been given the task to evaluate international outsourcing manufacturing in Indonesia. This choice has been made by the company board already and is not in debate. The company has made this decision due to increased demand and because production cannot be achieved domestically. **Bio-Hemp-Botic (BHB)** has had some competitive advantage as their product is considered high quality. There have been many Australian companies outsourcing manufacturing recently. There are many advantages of outsourcing of manufacturing in overseas countries. However, more recently there has been a movement toward ethical production, which has brought this type of manufacturing under scrutiny. Globally there has been a growing trend of the socially aware or socially-conscious consumers. These changes to global outsourcing and consumer trends related to ethical consumerism may help position your argument. Evaluate outsourcing of production for the firm and the implications for sales and the brand. Please consider the Corporate Social Responsibility (CSR) issues related to the context.

Assess the case and develop some recommendations. What approach would you would take and why? Please make sure you take into consideration your firm and the Corporate Social Responsibility (CSR) issues when putting forward your arguments.

Note: Lectures, tutorial activities, readings as well as your own diligence will help you complete the assessment. Therefore, please attend all related tutorials and lectures when possible. All information related to assessment is on the BB site, lectures are recorded (but are not a replacement), and tutorial material will be available after the tutorial (but is not a replacement for the activity as reproducing activity and engagement is not achievable). Active participation is the best way to do well in the unit.

Student Action:

You are the international marketing manager for **Bio-Hemp-Botic (BHB)**. You have been given the task to evaluate the outsourcing of production implications for the firm that is currently producing only in Australia. You have been asked to evaluate outsourcing production within Indonesia. Further, the firm is targeting international consumers for sales. Choose one country; within the US or Italy. Evaluate the case and develop some insights related to ethics and give a recommendation for the approach. Give reasons why this is an appropriate approach. You should link insights to the recommendation. Argument and analysis need to be linked clearly to the firm, the product and the brand.

Structure headings as below;

Section 1. Identification of case ethics issues (related to environment) (app. 500 words)
Base your issues on theoretical international ethics concepts.

As the international marketing manager, what are the pertinent environmental and ethical issues to be considered in this case? Use journals to help give your responses some depth.

Section 2. Explore the social cultural and consumer behaviour elements of the context (your country) (app 500 words)

As the International marketing manager what are some social cultural and consumer behaviour implications, make sure you focus on the ethical issues. Use journals to support your alternatives.

Section 3. Recommendation (app.500 words)

Make a stand. What would you do as the International marketing manager for this company, link this with previous sections. How would you respond? What international marketing response would you recommend to the CEO and why?

Note: How to analyse a case (pp. 625-628) Fletcher, R. & Crawford, H. (2014), International Marketing: An Asia-Pacific perspective, 6th edition, Pearson Education Australia.

Student note:

What does **context** mean in this assignment?

1. The **company context** (you work for the company). You are the international marketing manager of the company.
2. The **country context** (the specific elements related to the country market you are evaluating). You have a target sales country. **One** of these countries; within the US or Italy. As well as the outsource country and home country (Indonesia and Australia).
3. The **ethical context**- CSR. You have been given the concept of CSR (please use CSR predominantly for your arguments). Link this CSR with the other marketing elements within the context that you think are important to the case.

Here are some potential marketing activities: the product, services, branding, brand equity, public relations, advertising, communication, supply chain and distribution, sustainability, controls of production, packaging, labelling, consumer behaviour, consumer psychology and country of origin effect.