

BMP Questions

Learning Objective: How should BMP expand its international operations?

1. Discuss the relevant market space.
2. What capabilities and resources does BMB possess that place it in a position to grow? What are the benefits and pitfalls of growth? How will the organization change as a result of growth?
3. Of the three options presented for BMB's international expansion, which one would you support and why? As a part of this question discuss the suitability of the following internationalization models: network, learning, stage model and opportunistic portfolio model. You may add another model of your choosing. What organization and organisational resources are required to achieve the growth targets? Do a bit of research into the various models.
4. In terms of BMB's international growth, what balance should the company strike between its own brand of confectionary and private-label production? Discuss why a private-label approach is an attractive option for BMP when expanding.
5. Pick a country of your choice and tell me why and how the company should expand into that market.