

International Marketing

In this assignment, you will work with key information that companies need to make appropriate marketing decisions.

Steps - Breakdown

1. **Consumer Profile** – Prepare a consumer profile of your IBP country. Look at

- the number of males and females in a number of age groupings,
- the per capita income of families,
- the literacy level of your country.
- How big is the market for a simple consumer product priced at less than \$5.00 CAD, designed for use in households?

1. **Trade Show Opportunities** - Do trade show opportunities exist in your IBP country?

- Check with your province's Canada Business Service Centre for a listing OR Google Tradeshows "name of country"
- Include: Name of Trade Show, Date of Trade Show, Type of Trade Show.

3. Media Sources - List 3 major media sources for possible advertising opportunities available in your IBP country. For example, radio stations, television stations, and magazines.

4. Retailer Options - Identify a major retailer in your IBP country that might distribute a consumer product. Alternatively, suggest another method of distribution or channel into the country.

5. Advertising Legislation - Research the rules and laws governing advertising messages.

- Describe 2 major advertising regulations found in Canada.

<http://www.adstandards.com/en/standards/canCodeOfAdStandards.aspx#exclusions>

- Describe 2 major advertising regulations found in your IBP country.

6. Pricing - What pricing considerations may be necessary in your IBP country? Why?

7. Labeling – Identify and describe any major labeling or product standards that you must consider in your IBP country.