

## International Marketing

Individually find five interesting/fun (at least one recent) facts about one of the following companies and explain each of the facts in several sentences. Up to two facts can be about the overall industry that the company is involved with, if it is strongly relatable. Make sure there is context to show strong fun/interest.

The company is

• LG



The powerpoint presentation should consist of 6 (and only 6) slides as shown in the example on the next page. The first slide is the name of the company and the student involved. Each remaining slide consists of a fact and the direct source of the corresponding fact. You may utilize bullet points and are not required to have complete sentence structure and paragraphs. Too much information in each fact will reduce your grade but context is still needed. Additionally, Wikipedia is not an appropriate source for any of the facts.

You need at least two different sources for your facts—not all from one website.

Again, the facts should be interesting and not just “standard” company/corporate information and not just 5 “facts” from the corporate history page.

## Example:

### Seven & I Holdings

Dr. Doss Assignment 3 Int'l Mktg



1

### Fact 1

- 29<sup>th</sup> largest retailer that includes 7/11 franchise stores
- 51,000 retail outlets
- 2019 retail revenue of \$16 billion
  - Compared to #1 Wal-Mart of \$387 billion
  - #2 Amazon of \$120 billion
  - #2 Kroger of \$119 billion
  - #26 Starbucks of \$17 billion



<https://nrf.com/resources/top-retailers/top-100-retailers/top-100-retailers-2019>

2

### Fact 2

- 7-Eleven began as an “ice house” in 1920’s Dallas, TX as the first “convenience store” when it began selling milk and eggs in the evening and on Sundays.
- The Japanese franchise of Seven & I Holdings bought controlling interest of the 7-Eleven (Southland Corporation) company in 1991 and became parent company in 2005. Thus, 7-Eleven is now a Japanese Corporation.
- [http://www.7andi.com/dbps\\_data/template/user/SITE/localhost/res/ir/library/ar/pdf/2013\\_all.pdf](http://www.7andi.com/dbps_data/template/user/SITE/localhost/res/ir/library/ar/pdf/2013_all.pdf)

3

### Fact 3

- Over 40,000 konbinis (Japanese convenience stores) in Japan alone
- That’s 1 store for every 3,000 people located at 1 every 3 ½ square miles



Of the 40,000 stores, 16,800 are 7-Eleven with the others consisting of Lawson’s, Family Mart, Circle K

<http://www.japan-guide.com/e/e2071.html>

4

### Fact 4

- Every year 7/11 gives away a small Slurpee to each customer on July 11 (7/11).



<https://www.cnn.com/2019/07/11/us/7-eleven-day-free-slurpees-trnd/index.html>

5

### Fact 5

- There are over 55,000 employees of the corporation itself (not including employees of the franchises) in 19 countries



<https://nrf.com/2015/global250-table>

6