

You have just been promoted to 'scoop' out potential countries to re-locate your organization's growing business. Canada is at the top of the list of new places in which your CEO would like to learn more about. Your task is to put together a **PowerPoint Presentation** (a sales pitch) to your CEO (Your Instructor) and the board (your colleagues) outlining why your company should relocate to the Great White North! You are responsible for researching a foreign company of your choice and put together the presentation (the company may already be in Canada). Make sure you include ALL of the required elements needed for a successful pitch. A bibliography of sources is required.

Step 1 – Company Profile

First, you need to research the company that will be relocating.

- Who runs the company?
- What do they do? (Think biography of company)
- What do they specialize in?
- What industry are they in (primary, secondary, tertiary)
- Any other important information you feel you need to know and present.

Step 2 – Relocation Profile

Next, you need to research a Canadian city to relocate to. You need to find out everything you can about the city and support the argument as to why they should move there.

You will need to include the following subheadings:

- Physical characteristics
- Entertainment
- Availability of labour
- Existing businesses of similar nature
- Business infrastructure
- Quality of Life
- Anything else that you need to include on the city to make it attractive to the business (pictures of city)

Step 3 – Job Profile

You need to create a job ad for the community. Consider what the company is looking for in an employee? Outline in detail:

- Language Requirements
- Education Requirements

- Experience Requirements

Step 4 – Interdependence Profile

Finally, you will need to outline the positive and negative impacts that your business will have on the community.

(this is where you will apply knowledge from unit- based on everything we have learned thus far, why is this international business opportunity beneficial to that community)