

**Project 1 – FALL 2008**  
**Using Secondary Data Sources in an International Context**

**Project Objectives**

- Discover the large wealth of information, both Web and off-Web, that is available for those who are involved in international marketing research.
- Learn where to find international information needed to answer specific research questions.
- Understand the relationship between secondary and primary data.
- Develop skills in assessing the validity and reliability of secondary data.
- Learn how to cope with researcher frustration.
- Further develop presentation graphics skills.
- Integrate material learned in other courses, both cross-functional and within marketing.

Country Being Considered

Supplied by Dr. Castleberry: \_\_\_\_\_

Background

A U.S. company is exploring the opportunity of marketing a newly developed line of domestic electrical appliances. Before doing so, it needs answers to some very important questions.

The Research Questions

- I. Environmental Influences that could impact this venture.
  - A. Demographics (include population and growth rates, literacy rates, language(s) spoken)
  - B. Health of the economy (comparative gross domestic product and trends, comparative gross national income per capita and trends, comparative unemployment rate and trends, comparative inflation rate and trends)
  - C. Annual income and consumer spending patterns per capita (include consumer confidence trends)
  - D. Political environment
    1. An assessment of the general stability of the country (consider factors such as terrorism threats, stability of the regime in power, how often the government turns over, etc.
    2. Proposed and existing legislation that could affect the import and sale of this specific product/service in this country
  - E. Technological environment
    1. Media available (indicate the types of media [newspapers, TV, radio, magazines, etc.] and the number of organizations that offer each type [e.g., number of newspapers])
    2. Adoption of technology by individuals (homes that have internet access, TV access, personal computers)
  - F. List of Direct Competitors that are currently in this country and their strengths
- II. Industry Forecast.

- A. What is the world-wide market forecast for this product/service for each of the next five years (in U.S. dollars)? Your answer will consist of five dollar amounts. Tell me exactly how you arrived at your figures. You must supply this information; it is not acceptable to say that you couldn't find it. Estimate this if necessary, using any realistic and necessary assumptions.
- B. What is the forecast for the potential of sales in this industry in this specific country for each of the next five years (in U.S. dollars)? Your answer will consist of five dollar amounts.
- III. Your recommendation. Provide specific recommendations that deal with the following:
  - A. In your opinion, should we enter this country with this product/service?
  - B. If my firm does decide to enter the country with this product/service (regardless of your own personal opinion as to whether we should or not) what specific groups (e.g. geographic, usage, etc.) would you recommend as a target market(s)? Tell me why you suggest the target market(s) you do.
- IV. Additional marketing research we might do
  - A. Reports/information that we can purchase now (secondary data) for a fee. Tell me who I would need to contact, as well as the cost.
  - B. Information that we should probably collect via primary data (things you couldn't find just using secondary data).

### The project

You are to conduct a complete and exhaustive search of secondary data sources to answer the listed research questions. Use all sources in the library and on the web that are free (or free to UMD students). Conduct no primary research (e.g., emails or phone calls to persons or companies, surveys to important parties, etc.). Remember: This is not a WEB-only assignment. Also use appropriate off-Web sources. Your PowerPoint slides must follow the outline provided (and identified by the roman numerals I-IV above).

References. On each slide clearly indicate the reference citation(s) for the information you provide (and if it is a web source, make sure it is a "hot link" that I can click on to go directly to that site.) At the end of the slides, include a **comprehensive** list of all references you found that explores this topic.

### Important points

- **Start work on this project now.**
- **Be prepared to provide me with a status report on this project when required.**
- **Do not plagiarize. Always provide a complete citation of any source that you quote or paraphrase. If you quote someone directly, it must be in quotation marks.**
  - **Academic dishonesty: academic dishonesty in any portion of the academic work for a course shall be grounds for awarding a grade of F for the entire course.**