**International Business Plan**

Order 1587703

Step 1: First, select a country from the list in the discussion area (located below) as a new market for MediCorp to expand into, and decide on a medical device from the list that MediCorp can use to drive expansion. To help with your analysis of the industry, you will need to identify the NAICS code for the industry subsector to which your selected  device belongs. Then, begin to develop a six- to seven-page marketing strategy for MediCorp. As you begin your marketing strategy for MediCorp, first analyze the characteristics of the company’s potential customers in the new market and address the international cultural differences. Step 2: Now that we know more about MediCorp’s potential customers, we need to examine some key attributes of the company to adequately prepare it for international expansion. Include the following components in your marketing strategy: selection of new medical device for MediCorp to introduce in the selected country MediCorp's main competitors in your selected medical diagnostics devices industry in the selected country market and segment growth of your selected medical device over the next three years in your selected country. Where does MediCorp add value as a way of gaining a competitive edge? Recommendation of relocation of one or more activities from MediCorp’s value chain in the United States to your selected country, using Porter’s Value Chain analysis. the legal business entity to market the products in the country (review Modes of Entry for help) impact of the country’s legal, ethical, and cultural standards on MediCorp’s operations in the country (review Governance and Accountability for more information) Step 3: Make Financial Projections in the Selected Country As you continue to work on your international business plan prepare market share estimates for MediCorp’s medical device in the selected country and revenue forecasts for the next three years. This analysis will form a portion of your final international business plan. In the next step, you’ll examine another element of the business plan, strategy implementation. Step 4: The next step is to specify the major factors to be tracked for strategy implementation using the four perspectives of the balanced scorecard: the learning and growth perspective, business process perspective, customer perspective, and financial perspective. Next, you will combine your marketing strategy and your financial, governance, and implementation analysis into a final report.