Project 3: 600 words approx.: · Selection and justification of entry mode · Identification and rationalization of strategic supplier and partner in the host country · Financial planning (best and worst case scenario) · Exit Strategy Conclusion – 150 words approx. WHAT IT LOOKS LIKE IN A REAL ESSAY: · Abstract – a summary of our essay – highlight project, findings, result – 150 words approx. (basic) This is a LONG example, ours is much simpler, but similar: “This report is to fundamentally produce an internationalization strategy for Chartered Court Financial Services and to use a structured programme to follow in order to maximize the beneficial information needed to choose a country to exploit which has the best potential to succeed. The first section of the report includes an in-depth analysis of the company which includes their financial performance for the past two years, their revenue, which sector they are in and their growth rate. The company will then look into the micro-environment and analyses their vision, objectives, their scope and scaling and then move onto conducting a detailed PESTLE analysis, 5 Force analysis and their Life Cycle analysis to help gain an understanding of their stability and recognizing the key issues that the company currently have. The company then will highlight their positioning in the market against their competitors and discuss moving into the stage where they differentiate, and they also conduct a BCG matrix alongside of this to look into their current services and to identify which are the driving forces. The company also present their target market to help find a country which can fulfil the segment with the services that the company have. Finally, the company will recommend themselves and discuss their readiness for internationalisation which allows them to move onto the next stage of the project……. will then take three possible countries where the company could expand into and discuss the market attractiveness in all of them and to finally decide which one would maximise their business and profitability for future expansions…….. The final stage of the report is to construct the business plan by selecting the entry mode for the business……. Financial planning is essential in this stage of the project and a best- and worst-case scenario has been done to be able to view the possible outcomes of the internationalisation strategy “