955N1 GLOBAL MARKETING MANAGMENT Assessment Period: December 2022 Instructions: 1) The answers should be typed. 2) Please indicate the word count. Word limit: 3,000 words in total (+-10%). 3) Please put a coversheet on your work. 4) Submit a pdf version of the exam paper using the appropriate link on Canvas. 5) Maximum Mark: 100 points. Weight: 70% 6) Reference list and Appendices do not count in the word limit. 7) Formatting requirements: Use Times New Roman or Arial fonts (12-point font) Use 1.5 or double spacing Leave a space between each paragraph or used tab indents at the start of each new paragraph Use clear headings and sub-headings Number pages Label and number tables and figures consecutively Whenever you have sourced the table/figure from elsewhere, ensure this is noted Use appendices sparingly Follow the style APA guidelines for in-text referencing and the bibliography 955N1 Global Marketing Management 2 Maximum Mark: 100 points Word limit: 3,000 words in total (+-10%) Weight: 70% Wendy’s (https://www.wendys.com/) has attempted to expand into international markets for a long time, e.g., Canada, Germany, Hong Kong, Mexico, Italy, etc. The company considers entering the South African market. Write a report to identify and critically evaluate the challenges Wendy’s might face as the company considers its market entry strategy into South Africa. SUGGESTED STRUCTURE \* Students are free to decide how long each section is. All sections carry equal marks. \* Appendices and references do not count in the word limit. 1. Introduction Objectives of your research Main findings 2. Brand inventory History of the brand, Products/Services offered under this brand, Brand Elements (names, URLs, logos, symbols, characters, slogans, jingles, packaging –Add/remove as necessary), Distribution (where is the brand available?). 3. The South African Market Discuss the key points about South African Market, e.g., PESTLE framework 4. Challenges for Wendy’s in the South African Market Identify and critically evaluate the challenges 5. Recommendations Identify and critically justify your strategic recommendations 6. Bibliography All secondary information sources such as journals, magazine articles, websites and industry reports must be properly acknowledged and formatted with in-text citations of the original source and an organized list of references. Please strictly adhere to APA (6th or 7th edition). 7. Appendices (optional) Additional figures, charts and supporting documents e.g., copies of brand materials, links to branded multi-media materials can be included. End of paper