IDENTIFYING AND ANALYZING DOMESTIC AND INTERNATIONAL OPPORTUNITIES

🌍 *Individual Case Study Project: Identifying and Analyzing Domestic and International Opportunities*

Format: Narrated Video PowerPoint (Individual Submission)
Points: 20
Video Length: 4–6 minutes

📌 *Purpose*

This project will help you evaluate how real companies identify, assess, and act on business opportunities in both domestic (U.S.) and international markets. You will analyze how firms research market potential, assess risk, and adapt strategy across different environments—then communicate your findings through a polished narrated PowerPoint presentation.

📝 *Assignment Requirements*

1) Choose a Company (Instructor-Approved or from the List)

Select one company that has expanded in both the United States and at least one international market.

Examples (you may choose from these or propose another):

- ***Starbucks (China expansion vs. U.S. saturation)***
- ***Walmart (U.S. success vs. struggles in Germany)***
- ***McDonald's (local menu adaptations across countries)***
- ***Tesla (U.S. EV growth vs. China/Europe expansion)***
- ***Netflix (U.S. vs. international streaming strategy)***
- ***IKEA (Scandinavian roots, U.S. and Asian expansion)***
- ***Coca-Cola (domestic branding vs. international localization)***
- ***Uber (U.S. dominance vs. regulatory issues abroad)***
- ***Apple (U.S. ecosystem vs. global market share competition)***
- ***Nike (U.S. market vs. global brand dominance)***

2) Research & Analyze (Case Study Content)

Create a case study that covers both the domestic opportunity and the international opportunity for your chosen company.

Include the following sections in your slides and narration:

A. Domestic Opportunity (U.S.)

- ***How did the company identify and grow opportunities in the U.S.?***
- ***What customer needs, market gaps, or trends did it respond to?***
- ***What factors helped the company succeed domestically (pricing, branding, distribution, partnerships, timing, etc.)?***

B. International Opportunity

- ***What international market did the company enter?***
- ***Why was that market attractive (demand, growth potential, competition, consumer behavior, economic conditions)?***
- ***What adaptations were required? Consider:***
  - ***Culture and consumer preferences***
  - ***Laws and regulations***
  - ***Economic conditions and pricing***
  - ***Distribution and supply chain***
  - ***Marketing message and branding***

C. Successes and Missteps

- ***What strategies worked well domestically vs. internationally?***
- ***Were there failures, resistance, delays, or missteps?***
- ***What did the company learn—and how did it respond?***

D. Comparison and Insights

- ***Compare the domestic vs. international approach side-by-side.***
- ***What can entrepreneurs learn about choosing markets, reducing risk, and adapting strategy?***

3) Narrated Video PowerPoint (Your Final Submission)

You will submit one narrated PowerPoint presentation as a video.

Your video must:

- ***Be 5–7 minutes***
- ***Include visual slides that support your analysis (not just text)***
- ***Include your voice narration explaining the case clearly***
- ***Be well-organized and easy to follow***

Suggested slide structure (recommended):

1. ***Title slide (company + your name)***
2. ***Company snapshot (what they do + why this company)***

3. ***Domestic opportunity summary (U.S.)***
4. ***Domestic strategy highlights (what drove success or challenges)***
5. ***International market chosen (country/region + why it mattered)***
6. ***International strategy + adaptations***
7. ***Successes vs. missteps (what worked, what didn't)***
8. ***Comparison: Domestic vs. International (key differences)***
9. ***Lessons for entrepreneurs (your takeaways)***
10. ***References slide (sources used)***

✅Grading Rubric (20 points total)

1. Depth of Research & Insights (8 pts)

- ***Strong evidence-based explanation of domestic and international strategy***
- ***Shows understanding of opportunity identification and market reasoning***

2. Application of Course Concepts (5 pts)

- ***Uses tools such as SWOT, PESTEL, market analysis, competitor analysis, segmentation, or similar frameworks effectively***

3. Video Presentation Quality (5 pts)

- ***Clear narration, organized structure, professional visuals***
- ***Slides support your explanation (not overloaded with text)***

4. Comparison & Entrepreneurial Takeaways (2 pts)

- ***Clear comparison between domestic vs. international strategy***
- ***Practical lessons future entrepreneurs could apply***

📤Submission Instructions

Submit your narrated PowerPoint video by the due date in the assignment portal. Make sure your file plays correctly before uploading.