 **Case Study Topic**

INTERNATIONAL BUSINESS COURSEWORK ASSESSMENT (SOE09702)
The British Supermarket chain MORRISONS has appointed you as a consultant. The company is considering investing overseas as global expansion is perceived at this time to be a potentially important element of the company's long-term strategic goals. In Particular Morrisons have been looking closely for some time at a number of diverse markets including Germany and Vietnam. In order to help with their decision making, management at morrisons have requested that you compile a report regarding the aatractiveness of ONE of these locations based on potential return on investment.
For your coursework you MUST evaluate the oportunities and risks presented by the given location of your choice. Based on your analysis, waht would you recommend i.e. to invest or look for other option ? please ensure that you give reason for your recommendation.

JUST SELECT ONE COUNTRY. I am choosing GERMANY

 **Instructions/ Guidelines**

\* Presentation and structure (5%)
\* Analysis of political, economic, cultural, legal and ethical risk in the country selected (30%)
\* Identification and evaluation of business opportunities (30%)
\* Use of oppropriate examples of companyes to support arguments (10%)
\* Conclusion and recommendations base on findings. do you recommend that the company you are representing should invest? which market entry strategy would you propose ? ensure your finding and recommendations are consistent with the foregoing analysis (20%)
\* Referencing (APA 6th should be used) (5%)

 **Referencing Style
References to be cited
No of pages**

length : Minimun 2500 words and a maximun of 3000

References: A minimun of 10 appropriate references all of which are cited in your bibliography.

Submission date: By Monday 3 December 2019 (SUBMIT VIA TURNITIN)