

« MASTER'S DEGREE 2 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL *DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE*

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

INTERNATIONAL STRATEGY DEPLOYMENT

TEACHER :

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TEACHING OBJECTIVES:

Understand what a company needs to do and understand in order to develop an international successful business strategy.

PREREQUISITE:

Strategy, Marketing, business development, English language.

PLAN:

1. Define the right country for our business, and get prepared for our competitors reactions.	Countries metrics, the competitor retaliation matrix Outcome: defining the country strategy
2. Understand the local customers culture & “care-about”	Customer care about, Alternate solution generator, house of quality, outcome: defining the customer strategy
3. Understand the local market status & evolution	Defining the market status, the diffusion curve, outcome: defining the right entry method.