

GO GLOBAL OR STAY LOCAL

Go Global or Stay Local?

Format: Individual written submission

Time to Complete: 20 minutes

Points: 20

Objective

Evaluate a business idea for either domestic or international expansion using an abbreviated Opportunity Assessment Plan and a PEST analysis.

Instructions

Step 1: Choose a Business Idea (2 minutes)

Select a product or service you know or imagine. Examples include:

- **A mobile app**
- **A food product**
- **A piece of technology**
- **A health-related service**

Example idea: Plant-based protein snack bars

Step 2: Domestic or International? (3 minutes)

Decide whether you would launch your product locally (U.S.) or internationally first.

In 1–2 sentences, explain why you chose that launch market.

Step 3: Opportunity Snapshot (5 minutes)

Answer each question in 1–3 sentences:

1. **What problem does your product solve?**
2. **Who is your target market? (Be specific.)**
3. **What makes your product different from competitors or substitutes?**
4. **What is the market size or growth potential? (Give a rough estimate or describe growth trends.)**

Step 4: Mini-PEST Analysis (5 minutes)

If you chose an international launch, select a specific country and identify one factor for each category below:

- **Political:** stability, trade rules, regulations, business policies
- **Economic:** income levels, inflation, purchasing power, currency stability
- **Social:** language, culture, lifestyle preferences, consumer behavior
- **Technological:** internet access, infrastructure, digital tools, e-commerce readiness

If you chose a domestic launch, you may still complete a PEST analysis for the U.S. (optional but encouraged) to strengthen your reasoning.

Step 5: Quick Share (Last 5 minutes, if requested in class)

Be ready to share briefly:

- **Your product**
- **Your launch market (domestic or international)**
- **One interesting insight from your Opportunity Snapshot or PEST analysis**

Example Response (Individual Sample)

Product: Smart reusable water bottle with hydration tracking

Launch Market: Japan

Why: Japan has strong demand for high-quality wellness products and a tech-forward consumer base.

Opportunity Snapshot:

- **Problem:** Helps consumers track hydration and build healthier daily habits.
- **Target market:** Fitness-focused adults and busy professionals in urban areas.
- **Differentiation:** Combines sleek design with app-based tracking and reminders.
- **Market potential:** Strong wellness demand and dense urban markets support scalable adoption.

Mini-PEST (Japan):

- **Political:** Stable policies and strong intellectual property protection.
- **Economic:** High purchasing power and concentrated urban population.
- **Social:** Preference for clean design and strong health/hygiene culture.
- **Technological:** High smartphone use, strong e-commerce, and comfort with smart devices.

Grading Rubric (20 points total)

1. Market Choice & Justification (5 pts)

- **Clear decision (domestic vs. international) with strong reasoning**

2. Opportunity Snapshot Quality (8 pts)

- *Addresses all four questions with specific, realistic thinking*

3. Mini-PEST Analysis (5 pts)

- *Relevant, thoughtful factor for each category (or strong optional U.S. PEST)*

4. Clarity & Professionalism (2 pts)

- *Organized, easy to follow, complete sentences and clear formatting*