**Assessment**

* Critically assess the process of firm internationalisation
* Understand how changing international trade patterns, globalisation and government organisations influence the patterns of international business

**Assessment Guidance**

By taking on the role of a management consultant you are to research and evaluate a potential internationalisation strategy of the company mentioned below to a country of your choice.

You are to write an individual report as if you were to present it to the board so they can, based on your findings, conclusion and recommendations take an informed decision.

**Company**: Walmart

**Country**: Thailand

**Report Structure**

Executive Summary

1. Introduction

1.1. Background of the Study

1.2. Study Objective

2. Company Overview

2.1. Company Vision, Mission and Core Values

2.2. Company Organisation

3. Company’s Home Country Analysis

3.1. Firm and Country Specific Advantages

3.2. Home Country SWOT Analysis

3.3. Home Country External Environment Analysis

4. Target Country Analysis

4.1. Target Country SWOT Analysis

4.2. Target Country External Environment Analysis

5. Company Future Hypothetical Scenarios

5.1. Company Key Drivers

5.2. Hypothetical Scenarios

6. Target Country Attractiveness

6.1. Porter’s 5 Forces

7. Culture Issues

7.1. Culture Analysis

7.2. Global-Local Standardisation Analysis

8. Internationalisation Strategy

9. Recommendations

10. Bibliography

11. Appendices

**Initial Reading and Additional Research**

* GIM slides (Griffin’s Internationalisation Method)
* Johnson, G., Whittington, R. & Scholes, K. 2014 Exploring Strategy, 10th edition, Pearson Education Ltd
* Rugman, A. M. and Collinson S., 2012. International Business, 6th edition, Pearson Education Group