**A Critical Analysis of the Internationalisation Strategy of [*Walmart*] to [*Thailand*]**

Executive Summary

*An* ***executive summary*** *is a short document or section of a document, produced for business purposes, that* ***summarises*** *a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material* ***without having to read it all****.*

*It is the last section you write in your paper. It summarises all the major points of your document, including your findings, conclusion and recommendations*

*It is usually 1 – 3 paragraphs and should not be longer than one page.*

Table of Contents

1. Introduction 1

1.1. Background of the Study 1

1.2. Study Objective 1

2. Company Overview 1

2.1. Company Vision, Mission and Core Values 1

2.2. Company Organisation 2

3. Company’s Home Country Analysis 2

3.1. Firm and Country Specific Advantages 2

3.2. Home Country SWOT Analysis 2

3.3. Home Country External Environment Analysis 3

4. Target Country Analysis 4

4.1. Target Country SWOT Analysis 4

4.2. Target Country External Environment Analysis 5

5. Company Future Hypothetical Scenarios 6

5.1. Company Key Drivers 6

5.2. Hypothetical Scenarios 7

6. Target Country Attractiveness 7

6.1. Porter’s 5 Forces 7

7. Culture Issues 8

7.1. Culture Analysis 8

7.2. Global-Local Standardisation Analysis 8

8. Internationalisation Strategy 9

9. Recommendations 9

10. Bibliography 9

11. Appendices 11

*Don’t forget to update your TOC page numbers.*

# Introduction

## Background of the Study

*The background of the study provides context to the information that you are discussing in this paper. Thus, the background of the study generates the reader's interest in your analysis and helps them understand why your study is important.*

*It should also include why you are doing this for study, which is part of the International Business module and to achieve your BA.*

## Study Objective

*What are objectives of this study?*

*Suggestion:*

*To analyse* ***[company name]****’s current position and internationalisation strategy for a potential expansion to* ***[country]*** *and based on this analysis, suggest a strategic option.*

# Company Overview

*Provide some background information about the company.*

*Suggested content:*

*When was it founded? Where are they based? What is its history? Who are the main players? How large are they (turnover, employees, subsidiaries, etc.)?*

*Don’t forget to citate your sources.*

## Company Vision, Mission and Core Values

*What is the company’s vision statement? What is the company’s mission statement? What are their core values? If you can’t find them, write about what you could find and suggest them in the recommendation section at the end of the report.*

## Company Organisation

*How are job tasks formally divided, grouped, and coordinated?*

*What kind of structure does it have?*

*Where are the headquarters?*

*Do they have subsidiaries, in the home-country and abroad?*

*What are their units or divisions?*

*What are their reporting relationships?*

*If you can find an organisation chart place it here. If you can’t find an organisation chart, provide information about the key players.* ***Who are the decision makers?***

# Company’s Home Country Analysis

## Firm and Country Specific Advantages

*Create an FSA/CSA matrix of the company’s home country. Show in which quadrant you would position the company. Write a short paragraph explaining your selection.*

Chart, scatter chart

Description automatically generated

*Figure X*

*FSA-CSA Matrix*

## Home Country SWOT Analysis

*Create a SWOT analysis of the home company. Suggest entering not more than 5 points per quadrant.*

*Table X*

*[Company name] (Home Country) SWOT analysis*

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| **Weaknesses**       5. … | **Threats** |

## Home Country External Environment Analysis

*Analyse the external environment of the home country.*

*Table X*

*[Company name] (Home Country) PESTEL analysis*

|  |  |  |  |
| --- | --- | --- | --- |
| **Element** | **Factor** | **Business Impact** | **Factor Weight** |
|  | *The external factor that has been identified.* | *How does the external factor impact the business?* | *1 - 4 (highest), select two of the highest weighting for scenario building* |
| **POLITICAL** |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **ECONOMICAL** |  |  |  |
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| **SOCIAL** |  |  |  |
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| **TECHNO-LOGICAL** |  |  |  |
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| **ENVIRON-MENTAL** |  |  |  |
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*Use PESTEL\_Template.xls. From the PESTEL analysis can you identify two (or 4) major factors that are major key factors contributing to the success of the company, (weight = 4)? If so, use them in section Hypothetical Scenarios chapter.*

# Target Country Analysis

## Target Country SWOT Analysis

*Create a SWOT analysis of the company in the target country. Suggest entering not more than 5 points per quadrant. Write a short summary about the most relevant SWOT factors and how they differ from the Home Country SWOT analysis.*

*Table X*

*[Company name] (Target Country) SWOT analysis*

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| **Weaknesses**       5. … | **Threats** |

## Target Country External Environment Analysis

*Analyse the external environment of the target country. Identify two (or 4) major factors that contribute to the success of the company? Use them to create hypothetical scenarios.*

*Table X*

*[Company name] (Target Country) PESTEL analysis*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Element** | **Factor** | **Business Impact** | **Factor Weight** | **Similar to home country?** |
|  | *The external factor that has been identified.* | *How does the external factor impact the business?* | *1 - 4 (highest), select two of the highest weighting for scenario building* | *Is the factor similar to the home country? Yes or no?* |
| **POLITICAL** |  |  |  |  |
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| **ECONOMICAL** |  |  |  |  |
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| **SOCIAL** |  |  |  |  |
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| **TECHNO-LOGICAL** |  |  |  |  |
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| **ENVIRON-MENTAL** |  |  |  |  |
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| **LEGAL** |  |  |  |  |
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***Compare the PESTEL home country with the PESTEL target country.***

*Are there important and major differences that could influence the success of the company’s internationalisation? If so, keep these in mind and write about them in the conclusion.*

# Company Future Hypothetical Scenarios

*In this section you analyse the company’s key drivers and various scenarios.*

## Company Key Drivers

*What makes the company successful? Are there external factors that contribute to the company’s success? If so, these are your Key Drivers*

*Look at your PESTEL home country and PESTEL target country.*

*Identify two factors you have identified that are essential to the company’s success. Look at their opposites. These are your two axes for creating your hypothetical scenarios in the next section.*

## Hypothetical Scenarios

*Create scenarios by using the company key drivers (derived from your PESTEL analysis) and entering the two opposing forces in the x-axis and then in the y-axis. Think of the two forces for each quadrant and enter what you think will happen in the future.*

*Table X*

*Scenarios*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **[*External factor A*]** | |  |
| **[*External factor B*]** | **Quadrant 1** | **Quadrant 3** | **[*External factor B - opposite*]** |
| **Quadrant 2**      4. … | **Quadrant 4** |
|  | **[*External factor A - opposite*]** | |  |

# Target Country Attractiveness

## Porter’s 5 Forces

*This is one of the most important techniques. Use the Excel spreadsheet to analyse the forces and cut and paste the attractiveness level graph into this section.*

*Example:*

![Chart, radar chart

Description automatically generated]()

*Figure XX*

*Company Porter’s Five Forces Threat Level*

*Conclude with a statement about the attractiveness of internationalisation to the target country. In other words, is it attractive or not? Don’t forget to refer to this analysis in your conclusion.*

# Culture Issues

## Culture Analysis

*Use Hofstede to analyse the culture differences between the home and target country. Cut and paste the culture difference graph from Hofstede’s site and briefly summarise the main differences.*

<https://www.hofstede-insights.com/product/compare-countries/>

## Global-Local Standardisation Analysis

*To what extent can products be standardised across national boundaries or need to be adapted to meet local requirements?*

* *Packaging*
* *Languages on packaging*
* *Legal warnings on packaging*
* *Measurement on packaging*
* *Marketing message*
* *Standards (electricity voltage, electric plugs, weights and measures (imperial or metric)*
* *Legal (age related restrictions)*

# Internationalisation Strategy

*In this section you determine what kind of internationalisation strategy is best for expanding their operations to the host country. Don’t forget that NOT internationalising to the host country is also a strategy. Your decision needs to be based on your previous carried out analysis.*

# Recommendations

*This section provides the reader, based on your analysis, with your recommendations and how successful you evaluate the company’s international expansion strategy into the host country. It is the most important chapter of the paper.*

*Once you have finished writing the main section of the report, go back and write the executive summary, update the TOC, enter figure or table numbers, check page formatting, and page numbers.*

# Bibliography

*Don’t forget to enter references in your text. Use Word functionality (Insert Citations) and then select Bibliography to automatically create it here. You should have at least 10-20 professional or academic citations (Sites such as Wikipedia are not academic and therefore not allowed.).*

*The bibliography is always on a new page.*

*Tip: To look for academic references you can use the school online library or use* [*https://scholar.google.ch/*](https://scholar.google.ch/) *to search for academic papers. Once you have a relevant academic paper, select the double quotes at the bottom. There you can cut and paste it into your citation.*

# Appendices

*You can use this to place other information such as additional graphs, figures, etc. and refer to them in the text.*