

# International Retail Strategy Assignment

A comprehensive 10-week guide for developing strategic analysis and recommendations for cross-border retail expansion and international market entry.





# Week 1: Foundation Phase

## Orientation & Organizational Context

This critical first week establishes the groundwork for your entire strategic analysis. Success in international retail strategy requires thorough preparation and deep understanding of your chosen organization's global context.

You'll be laying the foundation for strategic insights that will guide weeks of detailed analysis, ensuring your final recommendations are grounded in solid research and understanding.

# Essential Task 1: Master Your Brief



## **Understand the Complete Scenario**

Carefully analyze the assignment context, requirements, and expectations. Pay special attention to the specific international retail challenges presented and the strategic framework you'll need to apply.



## **Word Count & Formatting Rules**

Master the technical requirements early. Understanding word limits, citation styles, and formatting guidelines prevents last-minute scrambling and ensures professional presentation of your strategic analysis.



## **Decode the Rubric**

Study evaluation criteria thoroughly. Identify what distinguishes excellent work from good work, focusing on strategic thinking depth, international business acumen, and analytical rigor expected at your academic level.



# Essential Task 2: Strategic Organization Selection

## Selection Criteria

Choose a **global or cross-border retail company** with sufficient complexity for meaningful analysis. Consider organizations with:

- Multiple international markets
- Diverse expansion strategies
- Clear competitive challenges
- Available public information

## Approach Options

**Real Case Study:** Analyze actual companies like Zara, IKEA, or Amazon for rich, authentic data and current strategic challenges.

**Anonymized Analysis:** Use disguised company data while maintaining strategic authenticity and analytical depth.

# Essential Task 3: Strategic Research Foundation

## Company-Specific Intelligence

### Corporate Strategy Analysis

Examine mission, vision, and strategic objectives. Understand the company's international expansion philosophy, market entry preferences, and long-term global ambitions.

### Economic Impact Assessment

Investigate how macroeconomic factors influence operations. Consider currency fluctuations, trade policies, economic cycles, and regional economic conditions affecting performance.

### Partnership & Alliance Mapping

Document key relationships with suppliers, distributors, joint venture partners, and strategic alliances that enable international operations and market penetration.

# Industry Context Research

## Essential Industry Reports

- **McKinsey Global Institute:** Retail sector analysis and future trends
- **Deloitte Insights:** International retail performance metrics
- **PwC Global Retail:** Cross-border expansion strategies
- **BCG Retail:** Digital transformation in global markets
- **Trade associations:** Sector-specific international data

Focus on reports published within the last 2-3 years to ensure relevance and currency in your strategic analysis.



# Research Data Collection Framework

01

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## Financial Performance Data

Gather annual reports, quarterly earnings, revenue by geographic segment, and profitability metrics across international markets to understand financial health and regional performance variations.

02

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## Market Position Intelligence

Research market share data, competitive positioning, brand recognition levels, and customer satisfaction metrics in key international markets where the company operates.

03

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## Operational Infrastructure

Document supply chain networks, distribution centers, store locations, digital platforms, and logistics capabilities that support international retail operations across different regions.

# Critical Success Factors for Week 1

## Time Management Excellence

Allocate specific time blocks for each research component. **Avoid the trap** of spending too long on organization selection at the expense of thorough initial research.

## Source Credibility Standards

Prioritize academic databases, reputable business publications, and official company communications. Maintain high standards for source quality to support rigorous strategic analysis.

## Documentation System

Establish organized filing for research materials, citation tracking, and preliminary insights. This foundation prevents research chaos in later weeks and supports efficient writing.



# Week 1 Deliverables & Checkpoints

1

## Company Selection

Confirmed organization with justification for strategic complexity and analytical potential

5+

## Industry Reports

Credible sources providing sector context and competitive landscape understanding

20+

## Research Sources

Diverse, high-quality materials covering company strategy, economics, and partnerships

# Setting Up for Strategic Success

## Your Week 1 Foundation Enables:

- **Informed Analysis:** Deep company understanding guides strategic insights
- **Credible Recommendations:** Industry context supports realistic proposals
- **Academic Excellence:** Thorough research elevates analytical quality
- **Time Efficiency:** Strong foundation accelerates later work phases

*"Strategic success begins with comprehensive understanding. Week 1 is your opportunity to build the knowledge foundation that will distinguish your analysis from superficial alternatives."*

