

## **Final CountryManager Presentation**

Because we have limited time, you'll need to present only the most important aspects of your experience in CountryManager. You may want to use your previous assignments as reference. This final assignment should be prepared in PowerPoint and you should be prepared to present it to the entire class.

Please keep the presentation to 5-10 minutes, but cover at least these points:

- 1) Your initial regional marketing strategy. Be sure to include countries entered, target markets served and positioning and mix strategies within those countries.
- 2) Any important changes to your initial strategy and the rationale for those changes.
- 3) Your firm's performance objectives and actual performance
- 4) Key strategic moves that led to your success (or demise)
- 5) How you left the company positioned for the future
- 6) Important lessons learned from the simulation experience