

Chapman's Ice Cream International

Situation: Your International Marketing Firm has been hired by Ontario's own Chapman's Ice Cream to develop a plan for taking them to a new, foreign market. Your group will be assigned a country to examine and analyse and then develop a complete Marketing Plan for, including sample promotions.

Current Overview: Chapman's focuses almost exclusively on retail sales in Canada with most of their product made in a local factory with Canadian dairy milk. They have an open mind about expanding and will consider any ideas you want to present (branch plants, shipping the product from Canadian factory, opening dedicated Chapman's stores - similar to Baskin Robbins- in other countries or partnering with a foreign business and selling Chapman's through them). Different markets will demand different strategies and Chapman's wants to hear your best pitch.



Country List (Your group will be assigned one - submit your top 3 choices to Mr. Hicken):

Cuba
USA
Mexico
Vietnam
South Korea
Saudi Arabia

Brazil
England
Ireland
Russia,
Spain
Israel

Belgium
China
Australia
Japan
New Zealand
India

Deliverables: Your group will prepare a **written proposal** and then **present your ideas** to the Chapman's Board of Directors (our class).

Due Dates:

Written Report: January 17, 2019

Potential Presentation Dates: January 22 & 23th, 2019

Proposed Timeline:

Today: Meet as a group and work through planning worksheet. Divide up sections of Written Report for work.

Complete Written Report 1 day before the due date.

Have group proofread as a team and make sure it is consistent in approach. Each member should claim a section of the report - use the table of contents to indicate who did which parts.



Work on Presentation. As a team, decide on the **highlights** of your report and assemble them on slides. Your presentation should **focus on your country and marketing strategy of choice**, as it is assumed that most groups should have the same basic information about Chapman's Brand.

All team members should have a role - focus on each person's strengths. Again, proof and rehearse the presentation *one day minimum* before your group's assigned presentation day.

Report Contents: - Have each group member choose at least 1 section from the Research portion and 1 section from the Marketing Plan portion

(All materials must be referenced using APA referencing where appropriate)

Country Fact Sheet/Profile	
Geographic	<ul style="list-style-type: none"> Country name: conventional long form and conventional short form. Map with major cities, ports, international airports, major highways, major rail lines and physical characteristics (mountains, rivers, etc.) marked. This may contain more than one map. Area (sq. km.) and comparison to Canada (as a percentage of Canada). Time zone. When it is noon in Ottawa it is _____ in _____ (country). Typical Climate/weather conditions/seasonality.
Demographic	<p>Create a graphic representation of the following:</p> <ul style="list-style-type: none"> Population and comparison to Canada (as a percentage). Population growth rate. Age distribution (population pyramid). Life expectancies (male, female). Rural vs. urban (percentages). Literacy rates (male, female). Ethnic groups (percentage of total population). Religious groups (percentage of total population). Languages spoken (official and other - include percentages).
Economic	<ul style="list-style-type: none"> GDP per capita. Inflation rate. Unemployment rate. Currency name and current exchange rate to Canadian dollar. Currency stability (5-year graph - compared to CAD or USD). Income distribution (% GDP to % population).

	<ul style="list-style-type: none"> • GDP by sector (percentages). • Top 3 import partners. • Top 3 export partners.
Political Profile	
Government:	<ul style="list-style-type: none"> • Government type. • Head of state (name and position). • Date government elected or appointed. • Date of next national election. • Country's views on trade. • Tariffs, quotas, embargoes, Trade Agreements or Organizations they are a part of.
Political Issues:	<ul style="list-style-type: none"> • Political situation / stability of government. • Corruption. • Military role in the country. • Political issues affecting the business climate.
Human Rights	<ul style="list-style-type: none"> • Human rights abuses. • Child labour issues. • Gender issues.
Legal Issues:	<ul style="list-style-type: none"> • Bribes, graft, unauthorized payments. • Copyright infringement. • Other intellectual property issues. • Labour standards (wages, conditions, etc.).
Marketing Cultural Considerations	
Culture	<ul style="list-style-type: none"> • Main Business language. • Acceptable and unacceptable topics of conversation. • Non-verbal communication. • Use of humour. • Business customs including greetings, gift giving, dress, tipping, time management. • Role of men, women, and children, at home and at work. • Business negotiations - style, types of conflict. • Other information which is pertinent/important to the Chapman's Brand in your country.
Chapman's Company / Product - Current Status	
Overview:	<ul style="list-style-type: none"> • Name, address, location

	<ul style="list-style-type: none"> • Owner (person or company). • Number of employees. • Corporate structure. • Product lines (general description). • Export experience. • Is this a successful company domestically? • SWOT Analysis
Current Marketing Mix	<ul style="list-style-type: none"> • Product: varieties, key features and benefits, packaging, • Price: Compared to competition for main varieties • Promotion: Advertising and strategic focus • Place: where is it available/sold (retail); distribution and transportation.
Marketing Expansion Plan for your Country - each member should have a section	
Product(s):	<ul style="list-style-type: none"> • Which specific Products from Chapman's existing line would you suggest launching in your country? • Would you suggest adding any new/modified varieties to fit tastes in your country? • Who is the target market (consumer) of the product? How often will they purchase the item? • Are purchases affected by climate? Are purchases affected by geography; for example infra-structure or transportation problems? • Does Ice Cream conflict with traditions, habits, or beliefs of the customers in your selected country? • What makes your product(s) unique for the country's market? • What competing products are already available in your selected country? If possible state the product and company names that are being sold currently in your selected country. • What are the competitive advantages of Chapman's over other domestic and international businesses in your country of choice? • Will your product be restricted abroad; for example tariffs, quotas, or non-tariff trade barriers? • What product-labeling/standard concerns are associated with your product?
Pricing:	<ul style="list-style-type: none"> • Using the domestic pricing model, can consumers in your country afford your product? • What factors do you need to consider when setting prices in your selected country? • Are your product's sales very sensitive to price changes? • How important is pricing in your overall marketing strategy?

	<ul style="list-style-type: none"> • What additional costs might you incur bringing your product to your selected country? • Outline distribution channels from Canada to your selected country. Ex. export packing, container loading, inland freight, wharfage, handling, ocean freight, courier mail, tariffs.
Promotional Strategy:	<ul style="list-style-type: none"> • What advertising materials will you use? Will you be able to reuse anything from Chapman's Canadian Promotional Campaign? Is there anything that could work with simple translation or will you need to create completely new ads? • What media would you use to advertise your products? Ex. Print, TV, Radio. Why are these the best choices for your country/target market? • What cultural concern(s) must be addressed in your advertising? Ex. Language differences, literacy rates, buying influences, religion, attitudes towards change and foreign products, etc. • Create 2 sample pieces of promotional/advertising material that you would use in launching Chapman's in the country you're examining.
Place:	<ul style="list-style-type: none"> • Will you use a centralized or Decentralized Strategy? Explain why. • Will you sell directly to the customer or will you use a retailer, sales agent, joint venture, or some other arrangement to sell your product? • What supply chain/logistical considerations need to be in place based on your above choices? What will need to be done to ensure quality of foreign product meets that of Chapman's domestic market? Consider sourcing of any new flavours/ingredients you will need for culturally adapted product lines.
Recommendations and Conclusions (consider completing this as a group)	
Summary	<p>You are now ready to make an informed decision as to whether you would recommend that Chapman's export to your selected country. Your final task is to write an executive summary which addresses this very question. Your reasons should be justified and based upon the research you have conducted. Your argument should demonstrate the knowledge and understanding that you have obtained throughout this course. Any works cited should be referenced using the APA formatting model.</p>

Suggested Presentation Considerations:

- Provide an overview of the country with some images, samples or demonstrations of culture, business etiquette or anything else that would be relevant and interesting.

- Break your marketing plan down by section and give us details on what the most crucial factors are for entering the new market.
- Use video, sample ads, proposed product adaptations, etc as ways to break up your presentation and keep the audience interested, as well as give all members roles.
- Your presentation will be around 15-20 minutes plus time for questions, so pace it appropriately.

Rubric for Student Individual work in Combined Report and Presentation sections

	Level 1 50-60%	Level 2 60-70%	Level 3 70-80%	Level 4 80-100%
Knowledge and Understanding /25	Your sections of the report are incomplete, lack references and contain inaccuracies.	Your sections of the report are mostly complete, but may lack some references (where appropriate) and/or accuracy.	Your sections of the report are complete, referenced (where appropriate) and accurate.	Your sections of the report are complete, referenced where appropriate, accurate and research goes beyond what is expected in outline..
Thinking and Inquiry /25	You have presented limited/few suggestions for what Chapman's should do for market entry.	Your suggestions for how Chapman's should enter the new market lack thought, creativity and insight.	Your suggestions for how Chapman's should enter the new market show thought, creativity and/or insight.	Your suggestions for how Chapman's should enter the new market show thought, creativity and insight.
Communication /25	Your written sections are poorly structured - (graphics/ point form or paragraph form rarely used/ inappropriate). Many minor/major spelling or grammar mistakes.	Your written sections are somewhat structured - (graphics/ point form or paragraph form sometimes used where appropriate). Several minor spelling or grammar mistakes.	Your written sections are well structured - (graphics/ point form or paragraph form used where appropriate). A couple minor spelling or grammar mistakes.	Your written sections are well structured and show creativity in presentation - (graphics/ point form or paragraph form used where appropriate). Virtually error-free writing.
Application /25	You contribute little to the presentation with your slides and most is copy-pasted or it is clear that someone else made them. Your image/word choices detract from the presentation and your voice lacks clarity and appropriate volume.	You contribute somewhat to the presentation with useful slides, but most is copy-pasted from the report, rather than highlights. Your image/word choices detract from the presentation a bit and your voice lacks clarity and/or appropriate volume.	You contribute to the presentation with useful and meaningful slides. You use a good mix of images and words and your voice shows clarity and appropriate volume.	You contribute to the presentation with useful and meaningful slides which go beyond the content of original report. You use an insightful mix of images and words and your voice shows clarity and appropriate volume.

Culminating Event

Chapmans Ice Cream International!

Getting Your Global Consultancy Started

- For this project you will be working in the advertising agency groups that have been assigned by the teacher (using your requests)
- The first step is to meet as a group and **review the project overview sheets** you received.
- Next you should get organized... **choose a group leader** who will make sure that group members stay on task, all components are assigned, periodically check group progress and ensure that group deadlines are being met...it is each individual student's responsibility to do their share of the work (and they will be marked accordingly)...the group leader's role is to work with the members to stay "organized".
- **Select a group recorder** who will be responsible for writing all group ideas down, completing any planning sheets to be submitted and maintaining the requirement checklist.
- Determine the **strengths of each group member** ...ie. good at coming up with creative ideas, drawing, researching, written reports, word processing skills, computerized slideshow software, drama, music, orally presenting information...
- **Submit your list of top 3 Country Choices to Mr. Hicken** ...remembering that you might not get your first choice. Look and consider all aspects of what could make Chapman's successful globally in choosing your top 3.
- **Now get creative!!** Remember this project is a combination of research, use of course theory *and* delivering a new concept or idea for international growth to Chapman's. Don't be afraid to pitch a bold new concept. Use the following sheet to brainstorm concepts for what you feel will be Chapman's most successful expansion plan.

Culminating Event

Chapmans Ice Cream International!

Initial Meeting -- Planning Sheet

Who's Who in your ad agency?	
Your Group Members are: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Your Group Leader is:
	Your Group Recorder is:
List the strengths of each group member will bring to this project:	
1 (name) _____ 	2 (name) _____
3 (name) _____ 	4 (name) _____

List everything your group currently knows about Chapman's Ice Cream?

What are some of your initial ideas for expansion? Ship from Canada? Open dedicated stores?

The Country we've been assigned is:_____

Write down anything you already know about this country and its people:

**Current Chapman's Products you think will be
successful in your assigned country:**

**Some Suggested product Changes/additions you
think might work in this new market:**