

Going Global with Salty Pawz

General Discussion Instructions

In order to prepare for this assignment, READ the information contained in the document "[Salty Pawz Background](#)."

You are required to post to this discussion THREE TIMES, on THREE DIFFERENT DAYS. Please refer to the Discussion Grading Rubric for details regarding how your performance will be assessed. NOTE: Please be certain to read the entire discussion assignment since in some cases there is more than one question you need to discuss, respond to, or address. Be sure that you have answered the entire question!

Post 1: Initial Post

This posting should be a minimum of one short paragraph and a maximum of two paragraphs. Word totals for this post should be in the 100–200-word range. Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate.

Instructions

Wanda thinks the domestic market has been flooded with start-up companies offering gourmet dog treats. As a result, she believes that perhaps she has a real opportunity to grow her business by participating in the global market. She has heard of other small businesses "going global" but is not sure how she should proceed.

1. Which of the following strategies for expanding internationally would you recommend to Wanda? When making your selection, consider Wanda's product, potential markets, business experience, and finances.
 - Exporting
 - Licensing
 - Franchising
 - Foreign direct investment
 - Joint venture

2. Explain your choice with the reasons that you think this is the best way for Salty Pawz to enter a foreign market. Make sure to address both advantages and disadvantages.

Posts 2 and 3: Respond to Classmates' Posts

Instructions

After you have created your initial post, look over the discussion posts of your classmates and give at least two thoughtful responses to two different classmates (one per classmate). A response posting should be a minimum of one short paragraph. Word totals for these posts should be in the 75–100-word range.

Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate. The goal of your response posts is to extend discussions already taking place or pose new possibilities or opinions not previously voiced. Your goal should be to motivate the group discussion and present a creative approach to the topic.

Business Insights

In addition to feedback that you provide, students may be interested in hearing about how an entrepreneur or business had to address this issue in real life.

- Gary Vaynerchuk, co-founder of restaurant-reservation app Resy and business consultant, tells an aspiring entrepreneur in this [2-minute video](#) that it's important to focus on local success before thinking about scaling globally.
- Alina Vandenberge co-founded Chili Piper, a sales and marketing platform, as a remote start-up with an international workforce. In this [5-minute video](#), she talks about the challenges that she faced.
- In this [2.5-minute video](#), Josh Wheeler of New Zealand based quality control company QCONZ talks about his organization's experience expanding to Brazil which has a much larger market of dairy producers that could use their services.

Rubric

	Excellent	Good	Fair	Inadequate
Writing and Communication	Superior grammar, structure and organization with no typos	Good grammar, structure, and organization with few typos	Poor grammar and/or some typos resulting in weak communication	Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking
Understanding	Submission is comprehensive and detailed	Submission is relevant but not comprehensive	Demonstrates limited or superficial understanding of the concepts underlying the assignment	Demonstrates no or minimal awareness of the concepts underlying the assignment
Application and Analysis	Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence	Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence	Demonstrates limited analysis and some use of supporting evidence	Does not use critical analysis and/or fails to use supporting evidence
Peer Responsiveness	Demonstrates exceptional ability to analyze other students' work and/or asks meaningful questions that extend the discussion	Demonstrates ability to analyze other students' work and/or ask relevant questions	Comments are superficial	Fails to comment on other students' work

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