

INTERNATIONAL INTERNSHIP REPORT: GUIDELINES

(Report should be a minimum of 10 pages)

- 1) Briefly describe the nature of the market(s) your firm operates in (in the process you will identify the location of the firm, its markets and its end products)
- 2) Describe the industry the firm operates in. Is it a growth, mature or declining industry?
- 3) What type of international business does the firm engage in? (Exporting, Foreign Direct Investment, Franchising, etc). Is the current strategy working and why?
- 4) Who are the firm's target customers (both domestic and foreign)?
- 5) Who are the competitors for the firm? Conduct a detailed competitor analysis-what is the nature of the competition, who are the major competitors, what are their strengths and weaknesses, what is the firm's differential advantage over the competition?
- 6) What contribution did you make to the international area of the firm? Explain the problem/project that you were involved in and the solution/final product you provided to the company.

Note: Please attach a brief report from your supervisor evaluating your performance in the international area.