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.