**FTM 482**
**Final Project Guidelines: Retail Brand Expansion**
**(Individual Projects - Section 601)**

**Overview:** You are required to work individually to produce a brand extension proposal. More specifically, you are required to choose a retail brand and a new market for expansion of that brand. Therefore, you select one retailer and one country market (I will also allow regions). Your deliverable will be a written report (8-12 pages should suffice). Please be thorough with referencing and use multiple sources for your work (minimum of 10 reliable sources). Please submit your final papers to Ms. Wu (via e-mail: ███████████ ) by 11:00 PM on Tuesday, December 3, 2013.

Required Elements:

1. Brief overview of current company operations/mission/strategy. Explanation of company's posture towards global markets (any market outside their market of origin). Break down the core value proposition that the brand offers- be descriptive- because you need to tie this to your market of choice in one of the later project elements.

2. Select your market of expansion. Provide a detailed description of the market--be sure to cover the following items: location, demographic profile, culture, legal system, political environment/government, current competitive environment from demand (what consumers want) and supply (current competitors in market) perspectives.

3. Provide your market justification. Illustrate the match between your brand and the selected country by drawing on your research in items 1 & 2 above.

4. Standardization vs. adaptation of the retail brand: To what degree will you use a standardization approach to your market; to what degree will you use an adaptation approach to your market? Choose an approach and justify your choice.

5. What do you believe the major challenges of expanding to this particular market will be? Conclude your paper with a list of market challenges based on your research.

DO NOT FORGET TO PROVIDE IN-TEXT CITATIONS AND A REFERENCE LIST.
RELIABLE AND VARIED SOURCES WILL BE CONSIDERED IN YOUR EVALUATION.
APA or MLA style.