**6.02: International Product Market Individual Assignment**

**Businesses have a lot of options when determining which market is best for them to pursue. Choose a product and examine how it could compete based on the factors given. Create a PowerPoint that explains how your product could compete**

Scenario: Visit <http://cool-college-stuff.com/> and find a product to answer the following questions. Please do not choose a product that will make me question your lifestyle.

**Product Chosen: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Product Description:**

**Price: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Market Factors**

1. An attractive market is one that is large and has a high growth rate. What area of the world would provide the BEST market for the product you chose? Can be an American City if you desire. Explain answer.
2. Is this market qualified? Explain each aspect.
   1. Need for product
      1. Does the market you chose need the product you are selling?
   2. Ability to pay for product
      1. Does the cost of the product match your markets budget?
   3. Authority to purchase product
      1. Can the product you are selling be purchased by the market you are targeting?

**Competitive Advantages**

1. How does this product have a competitive advantage in the marketplace?
   1. What does this product do that many other products do not?
2. What direct & indirect competitors exist?
   1. How is your product better than these?

**Strategic Considerations**

1. Does your product have a lead time in its market? If not, what products that currently exist have the largest lead time?
2. What will you do to increase brand recognition of your product?
3. What aspect of this property would you patent? Would you be willing to send your product to a market such as China that does not adhere to Intellectual Property Laws?