

International Digital Marketing Project

Entering the French Market

You are required to present your **Internationalisation Project** to a group of your company's stakeholders.

You will need to **persuade** your **stakeholders** to validate your project, by explaining and justifying:

- **What** you want to do - **How** you want to do it - **Why** you want to do it

You really believe in your product and believe the **UK market** provides significant opportunity to increase your global sales.

You should focus on the **Digital Marketing Plan**, which can be broken down into the following steps :

- Situation
- Objectives
- Strategy
- Tactics
- Action
- Control

Provide a clear **summary** at the end, to recap why you believe this product will be a success in the French market and how you will ensure this.

To support your presentation, you should provide a **PDF document Written Proposal**, featuring (but not limited to) supporting elements such as:

- Business Model Canvas
- Promotional Mix
- Deadlines
- Budget
- Any other

You will also be expect to **respond to questions** from the audience.

For the format, a **visual projection** will help.