

DC 5 (English)

Internationalisation project

You work for an agency specialising in “internationalisation” projects. You have been recruited to consult a french startup enter the UK market.

You are required to present your Internationalisation Project to a group of your client 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 (SOSTAC), 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 UK market and how you will ensure this.