

India Economics and Trade
Marketing II-Chapters 2, 3 and 4

This assignment is a project which is a 40% category in Skyward. The purpose is to analyze the book topics and apply it to a real-life situation. This is a partner project.

Case Scenario:

You work for a company that manufactures clothing for residents in the United States. Profits are decreasing because of rising labor costs in the U.S. Your CEO, Mrs. Young, has asked you to explore the possibility of moving your factory operation to India. Use chapters 2.1, 3, and 4 to brainstorm areas you must research and how they would affect your business. Refer to the rubric and the sample research report. Your boss would like you and your partner to research, create a report, and prepare a presentation. As you complete your research, record what web sites you are using and save pictures for your presentation. Many links have been provided to you in Canvas. Carefully read the Canvas rubric and earn all points possible. Create a Google Doc and a Google slide presentation to share with your partner.

The first step is to look at a map of India and research an area that has good infrastructure, access to a port for shipping, and plentiful workers in both the managerial and unskilled labor market. Many areas already have a strong textile industry. **The main focus is the cost of labor.** Research the pay in that area. Use a converter to discuss how the pay translates to US dollars. Begin writing your report to your boss and create your presentation as you go. You will need to understand the holidays workers expect to have off in that area. You will need to be aware of the major religious beliefs and how that affects business and marketing practices. What types of clothing is worn by the Indian people? How would you need to change your marketing? Our daily calendar will be full of hints and guide you in the process.

Have an opening introductory paragraph. For your first body paragraph, discuss the **four factors** of production and what you will need. Include information from the book and **search the internet to find out real facts about India.** For example; “We will need land (and discuss other infrastructure needed) for a factory near a port with transportation and roads to the port. We have decided that _____ is a good location in India for our factory because _____. ” The other factors include labor, capital (I don’t need a specific money amount. List what a factory might need), and Entrepreneurship. Discuss the best type of economy for global trade and what type of economic system is used in India. How might the business cycle influence your choice? What cycle is India currently experiencing?

Complete a PEST and SWOT analysis based on what you know so far.

What type of trade advantage would you have? Explain. How could their country's government involvement (barriers, tariffs, quotas, alliances) help or hinder the process? Find out as many real facts as possible about India. **Use the topics from our chapters and research any real world examples.** What political factors (2.1) should be considered? How might religious beliefs come into play? If you move, you might be able to sell to a new global market, the citizens of India. On page 99 discuss marketing strategies for globalization, product adaptation, and promotional adaptation.

When factories move to another country, it affects the workers and economy in the US. Your decision may mean the loss of current US jobs, including your own. After researching all facts, come to a decision. Will you close the US offices and factories and rent or build in India? Will you stay in the US? If so, what might be done to reduce expenses? Remember, labor costs have decreased profits, is there a way to save money elsewhere? Are you able to keep some US production and have contract manufacturing instead of foreign direct investment. There is no wrong or right answer. You are being graded on your research, application of the book topics, analysis of the situation and on how well you support your conclusion.

Create a minimum of two pages in an MLA style report and cite your sources. Have a Works Cited page. Create a Google Doc and a Google slide presentation to share with your partner. You will present your findings to your boss in an oral presentation using a visual aid. For example, when discussing land, use bullet points for the main point of your text and show a photo of the region you have chosen. Slides should not include large amounts of text and you should not read from the slide. The slides are a guide as you discuss the details from your report or note cards. The slides and presentation should cover all of the facts from the rubric in detail. **Do not forget to summarize your findings and give your opinion to your boss.**