Assignment Brief:

Assume you are an international strategic marketing consultant working on a contract for

Sainsbury’s PLC, the UK’s second largest supermarket. Sainsbury’s currently have a 16%

market share of the UK grocery market (Kantar, 2021).

Management at Sainsbury’s are looking towards international expansion. As a result, you

have been tasked with researching, analysing and providing justified recommendations for

Sainsbury’s supermarkets to enter India as a new international market. To do this you should

respond to the following tasks as an expert in international marketing:

1) Market Selection: Outline the research, analysis and critical evaluation you have

conducted to support the country you recommend Sainsbury’s supermarkets should

enter.

2) Target Country Based Research and Analysis: Outline and critically evaluate the

research and analysis you have conducted into the retail grocery market for the

recommended target country.

3) Recommendations: Outline and justify how you propose Sainsbury’s would entry the

target country.

Formatting : Report length and format: 4000 words (+/- 10%), report format. An executive

summary, contents page and reference section are important minimum structural requirements

which will NOT be included as part of your word count. In text references and those listed at the

end of your report are also NOT included in your word count. Short sentences and phrases used

to annotate graphs, diagrams, charts and screenshots etc. are also excluded from the word count

yet should not be used to extend your report. Your report should also be presented to the level

of professionalism (concise, coherent, well written and articulate) which would be expected of

you from a real organisation.

Unit Learning Outcomes Assessed:

1. Research, analyse, synthesize and evaluate the external organisational contexts in a global

context in order to identify critical issues

2. Devise, evaluate and select various creative, innovative and sustainable strategic options to the

context within which an organisation resides

3. Critically evaluate the appropriateness of particular theories and models, as well as the marketing

perspective, in analysing business issues

Graduate Attributes Assessed:

1) An open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to

appreciate a range of perspectives on the natural and social worlds

2) An appreciation of the development and value of your chosen subjects of study, awareness of their contexts, the links

between them, and awareness of the provisional and dynamic nature of knowledge

3) Information literacy: the ability to locate, evaluate and synthesise large amounts of frequently conflicting information,

ideas and data

4) The ability creatively to solve problems using a range of different approaches and techniques, and to determine which

techniques are appropriate for the issue at hand

5) An appreciation of the social, environmental and global implications of your studies and other activities, including

recognition of any ethical implications

6) The ability to communicate clearly and effectively in written and verbal forms for different purposes and to a variety of

audiences

7) The knowledge, skills, self-confidence and self-awareness actively to pursue your future goals

8) The ability and motivation to participate responsibly and collaboratively as an active citizen in the communities in

which you live and work

9) A professional and reflective approach, including qualities of leadership, responsibility, personal integrity, empathy,

care and respect for others, accountability and self-regulation

10) The flexibility to thrive in rapidly changing and uncertain external environments and to update skills and knowledge as

circumstances require.

Core text book to be used Hollensen, S. "Global Marketing" Pearson Education, London