

## « MASTER'S DEGREE 2 » LEVEL

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### MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")  
 CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

### **INTERNATIONAL STRATEGY DEPLOYMENT**

#### TEACHER :

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#### TEACHING OBJECTIVES:

Understand what a company needs to do and understand in order to develop an international successful business strategy.

#### PREREQUISITE:

Strategy, Marketing, business development, English language.

#### PLAN:

<b>1. Define the right country for our business, and get prepared for our competitors reactions.</b>	Countries metrics, the competitor retaliation matrix Outcome: <b>defining the country strategy</b>
<b>2. Understand the local customers culture &amp; “care-about”</b>	Customer care about, Alternate solution generator, house of quality, outcome: <b>defining the customer strategy</b>
<b>3. Understand the local market status &amp; evolution</b>	Defining the market status, the diffusion curve, outcome: <b>defining the right entry method.</b>