**DEVELOPING INTERNATIONAL MARKETS**

**LEARNING OUTCOME 2: ACTIVITY 1**

**Group Activity**

## **Market expansion**

In small groups, complete the following task:

You work for a multinational technology development company. The company has started to see a decline in sales and wants to expand to bigger markets and new customers to generate profit.

Advise the company on what actions they could take and where possible, give examples of companies that have used this strategy before.

Write a short (5 minute) presentation that you can give to your class explaining your strategy and choices. Nominate a presenter.