

Young European Entrepreneurs
Malta Norway Sweden



- **International Business Challenge: Launching a Product in Diverse Markets**





Introduction:

In today's globalized economy, businesses are constantly seeking opportunities to expand their reach and tap into new markets. This challenge focuses on the complexities of launching a product in diverse markets, specifically targeting Sweden, Norway, and Malta. By exploring the unique economic, social, and cultural dynamics of each country, participants will develop strategies for successfully introducing a product to consumers in different parts of Europe.





• Assignment:

Your task is to participate in an intensive one-day challenge where you will work in multinational teams comprised of students from Jämtlands Gymnasium, Thora Storm, and JA/YE Malta. Together, you will select a product to launch simultaneously in Sweden, Norway, and Malta, considering the distinct market characteristics and consumer preferences in each country. You will analyze the economic, social, and cultural factors influencing consumer behavior and develop a comprehensive marketing strategy tailored to each market.

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- **Requirements:**
 - **Form multinational teams with students from different partner organizations.**
 - **Choose a product to launch in Sweden, Norway, and Malta.**
 - **Conduct market research to understand consumer preferences, market trends, and competitive landscape in each country.**
 - **Develop a marketing strategy that addresses the unique characteristics of each market, including product positioning, pricing, distribution channels, and promotional activities.**
 - **Consider cultural nuances and local customs when designing marketing campaigns and messaging.**
 - **Present your marketing strategy and implementation plan in a brief presentation at the end of the challenge.**
 - **Collaborate effectively with team members, leveraging diverse perspectives and skills to create a comprehensive and cohesive strategy.**





- **Structure:**

- **Background:** Introduce the challenge and provide an overview of the task ahead, emphasizing the importance of understanding diverse markets and consumer behavior.
- **Product Selection:** Choose a product to launch simultaneously in Sweden, Norway, and Malta, explaining the rationale behind your choice and highlighting its relevance to each market.
- **Market Analysis:** Conduct in-depth market research for each country, analyzing economic indicators, consumer demographics, cultural factors, and competitive landscape.
- **Marketing Strategy:** Develop a comprehensive marketing strategy for launching the product in Sweden, Norway, and Malta, outlining key tactics for product positioning, pricing, distribution, and promotion.
- **Implementation Plan:** Detail the steps involved in implementing the marketing strategy in each country, including timelines, responsibilities, and budget considerations.
- **Presentation:** Prepare a brief presentation of your marketing strategy and implementation plan to share with the other teams and project stakeholders. Highlight key insights and strategic decisions.





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