U3.10 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What does feasibility mean when expanding into a foreign market?

Whether entering the foreign market is practical, realistic and likely to succeed.

CARD 2

What are the three main feasibility factors in this dotpoint?

Level of demand by consumers, consumption patterns and competitor activity.

CARD 3

What is the level of demand by consumers?

How many customers in the foreign market are willing and able to buy the product or service.

CARD 4

How does consumer demand affect feasibility?

High demand can improve sales potential and recovery of expansion costs, while low demand can make expansion less feasible.

CARD 5

What are consumption patterns?

The way consumers buy and use products, including what, when, why, where and how they buy and pay.

CARD 6

How do consumption patterns affect feasibility?

Expansion is more feasible when the product fits local habits and preferences; poor fit may require costly adaptation.

CARD 7

What is competitor activity?

The number, strength and behaviour of rival businesses, including prices, quality, market share, loyalty, distribution and marketing.

CARD 8

How does competitor activity affect feasibility?

Strong rivals can make entry harder and more expensive, while fewer competitors or a market gap can make expansion more feasible.

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CARD 9

What should a business research before entering a foreign market?

Customer demand, buying habits, local tastes, payment methods, competitor strength, pricing, distribution channels and gaps in the market.