

9.26: Discussion- Sending Salty Pawz Global

General Discussion Instructions

In order to prepare for this assignment, READ the information contained in the document “[Salty Pawz Background](#).”

You are required to post to this discussion THREE TIMES, on THREE DIFFERENT DAYS. Please refer to the Discussion Grading Rubric for details regarding how your performance will be assessed. NOTE: Please be certain to read the entire discussion assignment since in some cases there is more than one question you need to discuss, respond to, or address. Be sure that you have answered the entire question!

Post 1: Initial Post

This posting should be a minimum of one short paragraph and a maximum of two paragraphs. Word totals for this post should be in the 100–200-word range. Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate.

Scenario

Wanda thinks the domestic market has been flooded with start-up companies offering gourmet dog treats. As a result, she believes that perhaps she has a real opportunity to grow her business by participating in the global market. She has heard of other small businesses “going global” but is not sure how she should proceed.

For Discussion

Which of the following strategies for going global would you recommend to Wanda?

- Exporting
- Licensing
- Franchising
- Foreign direct investment
- Joint venture

Support your choice with the reasons you think this is the best way for Salty Pawz to enter a foreign market. When making your selection, consider Wanda’s product, potential markets, business experience, and finances.

Posts 2 and 3: Respond to Classmates’ Posts

Instructions

After you have created your initial post, look over the discussion posts of your classmates and give at least two thoughtful responses to two different classmates (one per classmate) as outlined in the Discussion Grading Rubric.

A response posting should be a minimum of one short paragraph. Word totals for these posts should be in the 75–100-word range. Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate. The goal of your response posts is to extend discussions already taking place or pose new possibilities or opinions not previously voiced. Your goal should be to motivate the group discussion and present a creative approach to the topic.

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