

### **Internet Project Exercise 1**

[http://www.greenpeace.org/international\\_en/](http://www.greenpeace.org/international_en/)

This site has been developed with as wide an international footprint as possible, in reflection of the global nature of Greenpeace activities and its belief that it 'exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.'

Question:

1. To what extent do you believe that the construction of this website addresses the diverse nature of the stakeholders in this organisation?
2. Do you believe it is effective and why?

### **Internet Project Exercise 2**

<http://europa.eu.int/>

For companies seeking to enter the market within the European Union, one of the primary web resources it might first explore is the Europa website, 'The European Union on Line'.

Question:

1. As one such company, what aspects of the data contained within this website will help in your initial environmental scanning of the European markets?
2. How easy is this to use, and how accessible is the information?

### **Internet Project Exercise 3**

[www.kays.com](http://www.kays.com)

Kays is a mail order business, which has embraced the Internet as a primary source of business generation. One key aspect of its business is clothing and the Internet provides the ability to reach worldwide markets cost effectively.

Question:

1. Considering the differences in cultural approaches towards the acceptability of nudity in advertising, how effectively do you feel Kays has managed to standardise its advertising for a global market?

### **Internet Project Exercise 4**

[www.cia.gov/](http://www.cia.gov/)

As an organisation dedicated to the protection of its citizens, the CIA, in line with other security services around the world, is involved in the endless search for up-to-date information covering a broad aspect of

worldwide issues and activities. In recent years they have placed substantial amounts of country data 'online' and this is updated periodically.

Question:

1. How useful is this data in assisting a company to evaluate the potential risks associated with entering any particular market?

### **Internet Project Exercise 5**

<http://www.medilink.co.uk>

Medilink is a co-ordination and management professional body for niche manufactures of medical products. This is an area where 'born-global' companies might arise and indeed some of the members of Medilink traded internationally from the outset.

Question:

1. To what extent can a platform such as this one assist 'born-global' organisations in growing rapidly?

### **Internet Project Exercise 6**

<http://www.made-in-china.com/>

The attractiveness of the emerging Chinese market as a manufacturing base has grown to such an extent that many small firms now look towards China for suppliers.

Question:

1. As an SME considering using china as a source of supply, how useful is a site such as this in finding potential suppliers and what further actions do you think you would need to take before making a selection?

### **Internet Project Exercise 7**

<http://www.bahrawi.com/index.htm>

In moving from indirect to direct exporting, many companies will seek out the services of an Agent to handle importing and distribution. The web has now become a first point of reference for many and thus the quality, content and appeal of an Agents site could have a significant impact on the level of business they attract. Inevitably this will demand a good knowledge of English as the dominant language of information on the Web.

Question:

1. In your search for a potential importer you come across this site. Would you investigate further or 'click-on'?
2. What aspects / content of a potential Agent's site would you look for?

## **Internet Project Exercise 8**

<http://www.swatch.com/>

Swatch approaches the world market with a single pricing strategy and consequently it is only the application of tax within each market that accounts for any changes in price. They follow a regime of frequent model changes, which demand a high degree of logistical management.

Question:

1. To what extent has Swatch managed to adopt a standardised approach to product management in its international markets and how does it appear to manage the international product lifecycle?

## **Internet Project Exercise 9**

<http://www.hirefone.com/>

Hirefone operates in a niche area of the mobile telecommunications market and provides short-term rental of mobile phones and associated equipment to business customers. A significant proportion of whom are renting for international travel.

Question:

1. As Hirefone, what do you think the logistic challenges would be when renting out equipment from one country and having it returned to another?

## **Internet Project Exercise 10**

[www.ups.com](http://www.ups.com)

As highlighted on their website, United Parcel Service Inc., is a global company with one of the most recognized and admired brands in the world. They position themselves as the world's largest package delivery company and a leading global provider of specialised transportation and logistics services.

Question :

1. As one of the companies within an MNE supply chain, how does UPS use their website to assist you in the management of your distribution logistics needs?

## **Internet Project Exercise 11**

[www.indo.com/cargo/wika\\_line/seacargo.html](http://www.indo.com/cargo/wika_line/seacargo.html)

Wika Line Bali are a sea-freight cargo forwarder who collect goods and transport them to and from any port in the world. They handle customs formalities and documentation, provide storage facilities and 'complete transport logistic solutions'.

Question:

1. As a novice in sea freight shipment, what else would you be looking for in their website in order to encourage you to make an enquiry?
2. How would this change if you were experienced in this form of shipment?

## **Internet Project Exercise 12**

<http://www.zeroz.cz/>

Zeroz is a Czech company involved in the manufacture of labels. They are a relatively small operation situated towards the Czech / Slovak border and, because of their relatively remote location they need to maximise routes to market. For them, the World Wide Web offers a very attractive platform.

Question:

1. How effectively do you feel they have used their website as a sales platform?
2. Have they made appropriate provisions for attracting a wider, international market?