

Falk Composite Molding: Plan of Internationalization

Proposal by the 3 MOTkateers:

Team Leader, Greg Jochems
Creative Guru, Josiah Baker
Jack-of-all-trades, Jenna Pugsley



Goal for this project: To give a detailed plan of how Falk Composite Molding will successfully market its product in France by winning new customers such as Aerolia, Latecoere, Safran, and Zodiac.

Why choose the 3MOTkateers?

Past Projects: The 3MOTkateers have done many projects before and have a lot of experience with projects of this sort. One of the projects that set us apart is our cultural consulting for Dr. Eckert-Stewart when we helped her prepare for a trip to Romania/Moldova. We discussed cultural/communication roadblocks, some things to do and some things to avoid, and finally some key phrases to help her effectively communicate with the Romanian people.

Quality of Work: We will deliver a quality project to you with all the necessary pieces and some added bonuses over the top. Since you are on the domain we can also share our project with you every step of the way. Everything will be open for you to type on and we would love to have feedback or recommendations! We will also be in contact via email to hash out any details or simply for communication purposes.

Our Plan: We like the idea of a guided Presentation with Avatars or just with narration over it. We are open to the option of a live presentation via Skype if you would like to it the same way you've done it in the past. We could also do a "Prezi" which is an interactive presentation format that adds to the style and creativity involved in the presentation. (If you would like more information about that the website is <http://prezi.com/>)

The presentation will have three main parts

1. Business Plan
 - a. How to establish connections with these companies
 - b. How to pitch our products
 - c. How to conduct meetings (WorldCom or face-to-face)
 - d. Why we are expanding now
 - e. Benefits to both FCM and new French customers
2. Cultural Plan
 - a. How to effectively communicate with French customers
 - b. How to approach and act (difference of culture in business setting)

- c. How to pitch ideas to customers (differences in presentations)
 - d. Marketing differences and adaptations
 - e. Differences in Cultural Value framework and application
3. Roadblocks to these two plans
- a. How to maneuver the language barrier
 - b. Understanding each other (effective communication)
 - c. Understanding differences in customs/beliefs (adaptation)
 - d. Understanding differences in Uncertainty Avoidance, Proxemics, Contextualization of Cultures, Power Distance, Monochronicity/Polychronicity, etc. to make the expansion go smoothly.
 - e. Other Roadblocks not stated or foreseen

Jenna, Josiah, and I sincerely welcome you to peruse our website to learn more about us and the projects we've done. Thank you for your time and consideration and we hope to hear from you soon!

<http://3motkateers.com/>

Sincerely,
The 3MOTkateers