**MGF2351 INTERNATIONAL BUSINESS**

***INTERNATIONALISATION PROPOSAL REPORT***

**RECOMMENDED STRUCTURE**

**PRELIMINARIES**

* Title Page
* Table of Contents
* Executive Summary

**INTRODUCTION**

* Purpose/Introduction
* Company Background/Info
* Assumptions
* Limitations
* Outline of the report/layout

**BODY\***

* Target market
* International strategy
* Entry mode

**CONCLUSION**

* Summary and overall recommendation

**APPENDICES (If any)**

**REFERENCE LIST**

\* The 3 items listed in the ‘Body’ section are simply representative of the 3 questions outlined in the **Unit Guide** for this assessment. Please note that you are still required to identify which are the relevant *concepts/models/tools/theories* to apply for each of the 3 questions. You may also choose to utilise different sub-headings in this section, as long as you **CLEARLY** address each of the 3 questions.