

**Let's go to
work**



Let's go to work

South Africa



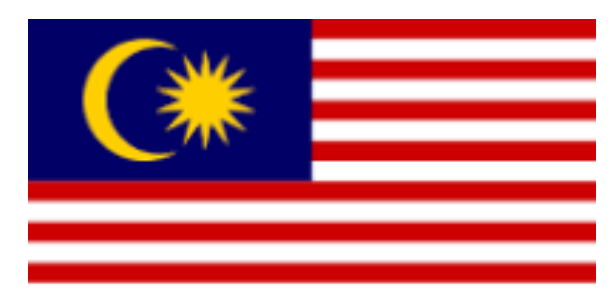
Argentina



South Korea



Malaysia



Peru



Mexico



**Let's go to
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VAUDE

What is Vaude all about? (Mission/Vision/Strategy)
What are they selling?

Make a country analysis. (f.i. Pestel analysis)
Compose the customer journey of a Vaude Customer.

Who is your customer in the target countries?
Why are these targeted countries for Vaude?

Develop a marketing channel strategy for Vaude
to introduce Vaude in your target country.

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VAUDE

How does the online context look like for Vaude in your country?
Which competitors are available to your consumers
in your targeted country?

Pick 2 - (one marketplace & one direct competitor)
Make an analysis of their e-commerce website.

Prepare an omnichannel (entry) strategy for Vaude in your
country.

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VAUDE

Your end-product (countryname.pdf)

One-Page Strategy (+ appendix)

5m presentation (Management Summary)

You (individual) evaluate on other introduction/strategy - max 1p!

My Evaluation

Not the what, but the how is important

Let's go to work



VAUDE

Due Date: December 10th, 2018 (23:59)

Your end-product (countryname.pdf)

One-Page Strategy (+ appendix)

Don't forget to add your name

5m presentation (Management Summary)

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You evaluate one other introduction/strategy - max 1p

Due Date: December 24th, 2018 (11:59)

My Evaluation

Not the what, but the how is important

www.flatworldbusiness.wordpress.com