

## INTERNATIONAL MARKETING CHALLENGE

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- 1) The name of my Fantasy Nation is.....
- 2) The special information about my Fantasy Nation that will help with my Marketing Plan is:  
Culture.....  
Laws.....  
Technology.....  
Distribution.....  
Economy.....  
Competition.....

## PRODUCT

- 3) I have decided to call my product.....  
.....
- 4) The special features of my product are.....  
.....  
.....  
.....  
.....

## PLACE

- 5) My product will be sold at.....  
.....
- 6) It will be sold there because.....  
.....

## PRICE

- 7) This is how much I will charge for my product.....
- 8) I have chosen this price because.....  
.....

## PROMOTION

- 9) I will promote my product through.....  
.....  
.....
- 10) I have chosen this type of promotion because.....  
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## GREETINGS FROM LEAFLAND

Arrived last weekend. Leafland is a hot and wet country with most of the land covered in rainforest. Lots of trading opportunities for us. Here are a few things you should know to help with the Marketing plan:

The culture is very simple, peaceful and quiet. Everyone lives in wooden tree-houses. Rope ladders and rope bridges join up the houses. This country is cut-off from the rest of the world. There is no spoken language here at all - people don't talk. Instead they use a code system of flags and communicate by drawing pictures (a bit like the Egyptians used to do).

Their technology is very basic. No TV or Radio. Until very recently there was no power at all, but they have just discovered how to create electricity. This could be a real opportunity for us, and at the moment there is no competition - no-one is trading in electrical products.

There is no currency. Instead people swap products with each other at a weekly market. The products they might swap with us are fruit and nuts collected from the forest. I think we could sell each bag of fruit and nuts back in the UK for about £5 each.

All transport is on-foot, and so we would have to make sure our product could be easily carried to the weekly market.

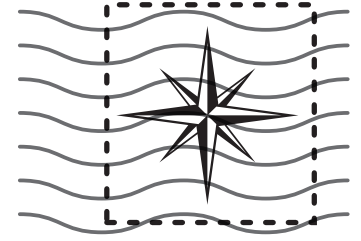
Finally - there is a law you need to know about: All products have to be made from recycled materials - nothing new can be used.

I hope this helps! Good luck and see you soon.



JA Isle of Man

A Member of JA Worldwide



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Market 2 Market

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Sunnyview Towers

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14 Cranley Street

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Brigsmore

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VJ83 2PK

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UNITED KINGDOM

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## GREETINGS FROM BLANDIA

Arrived last weekend. Blandia is mostly made up of desert and wasteland. Lots of trading opportunities for us. Here are a few things you should know to help with the Marketing plan:

The culture is tribal. There are lots of different tribes who all travel around the country. No one stays in one place for long. They are practical people who lead plain and simple lives. They are not interested in fashion, and only buy things that they really need.

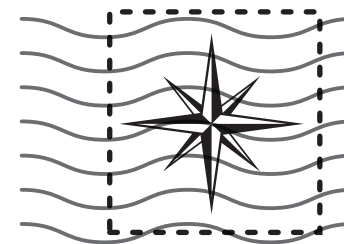
The economy is stable - people have enough money but not too much. The currency is the "Blenug" and 2 Bleungs = £1 in UK currency. Shopping is done at "drive-through" style stores (wooden shacks with areas to park the camels) where the tribes advertise their products on posters and with leaflets.

Camp fires are the focus of life. There is no other technology - no electricity or other forms of power.

Transport is by camel during the day. They can't travel at night because they can't light their way in the dark. I think that a product that solved this problem might be really popular.

There is no real competition because only one brand of each thing is bought. Cooking pots, tents, rugs and water flasks are already available, so there would be no point in making these. There is a law that says the grandparents in the community decide what can and can't be sold. This means products have to be practical to get the say-so from them, but also have to appeal to younger tribes-people who will be the ones buying the products

I hope this helps! Good luck and see you soon.



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Globetrotters Marketing

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64 Gravel Place

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Kidforth

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GI90 4NF

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## GREETINGS FROM SHELLSHORE

Arrived last weekend. Shellshore is a hot and sunny Desert Island. Lots of trading opportunities for us. Here are a few things you should know to help with the Marketing plan:

There is a law that says that only children can live on the island - no-one over the age of 18. This means that it's quite a strange place, but the culture is fun. Not many toys and games though, and they have to spend a lot of time doing housework and chores because there is no-one to look after them.

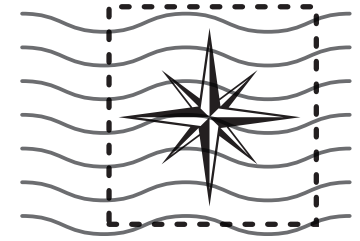
Their technology is quite basic - No electricity or other form of power, but they do have clockwork radios, and pretty much all they know about the rest of the world is what they hear on the radio.

They don't have money like we do. Instead they use a special kind of shell for coins. I think we could sell the shells back in the UK for about £2 each.

There is a regular boat once a week travelling to and from the island bringing supplies. Everything is sold through three shops - a radio shop, a clothes shop and a food shop.

Only one company is allowed to sell each product on the island, so there's no competition. This does mean that we couldn't sell radios, clothes or food, but anything else is fine. They are planning to open two more shops though (a housework shop and a toy shop) so we would have to be quick if we wanted to sell something through either of these.

I hope this helps! Good luck and see you soon.



Hot Shots Marketing

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32 Starry Lane

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Branlington

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GQ24 PVS

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## GREETINGS FROM UNDERDOWN

Arrived last weekend. Underdown is a beautiful country - rolling hills, fields and open areas - but the people live underground! Lots of trading opportunities for us though. Here are a few things you should know to help with the Marketing plan:

Everyone lives underground, and their lifestyle culture is lazy and unhealthy. They don't spend much time outside and are bored.

The Government is trying to do something about this and is encouraging the import of products that will encourage outdoor activity. In fact it has even passed a law banning any product that can only be used indoors.

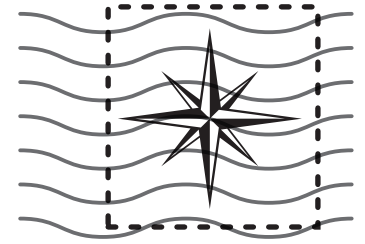
This has created a lot of competition though. Lots of companies have started to think of outdoor products, so we will have to think of something really special and unusual.

The land above ground is mainly used for grazing sheep. The country has a strong trade in exporting wool, and is quite wealthy. The currency is the Shepple, and 3 Shepples = £1 in UK currency.

Transport is by canal, and boats are the main route for getting goods in & out. There are no shops - goods are ordered from mail-order catalogues and delivered to the door.

Technology is limited. There is electricity, but no computers. Most of the communication is done by letters, magazines, newspapers and leaflets sent through the post.

I hope this helps! Good luck and see you soon.



4 Peas Marketing

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321-322 Long Road

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Grandley

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XE21 4HU

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## GREETINGS FROM TECHNOTOP

Arrived last weekend. Technotop is one great big busy city with a massive population. Lots of trading opportunities. Here are a few things you should know to help with the Marketing plan:

There is a culture of hard work. Everyone in the country has a job. It's not a very fun place, and they are all very busy. Families don't spend much time doing things together. Owning things is important to them and they are suckers for gadgets. Latest fashions are also very important, and they love celebrities and famous people.

Technology is high-tech - they all have TVs, CDs, DVDs, computers in every home, and lots of computerised gadgets in their kitchens.

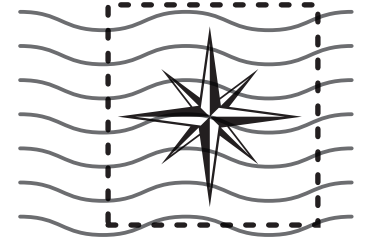
All shopping is ordered through shopping channels on the TV, and delivered straight to their door, but there is a law banning advertisements between programmes on the TV. This means we will have to think of another way to promote our product.

There is massive competition for every product. It is important that we think of something different to make ours stand out.

Because they work hard they have a reasonable amount of money but people aren't rich. The currency here is called the "Plink" and 10 plinks = £1 of UK currency.

People travel around by train on high-rise railways. There are no roads or cars, and everything is transported by rail. When you travel by train you see lots of posters and signs on the sides of the offices and blocks of flats.

I hope this helps! Good luck and see you soon.



Marketing Magic

The Old Mill

Chisingford Green

PK43 2NR

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## GREETINGS FROM SNOWGLOBE

Arrived last weekend. Snowglobe is freezing! The winter here lasts for 11 months and the land is covered in snow and ice. Lots of trading opportunities for us though. Here are a few things you should know to help with the Marketing plan:

Snowglobe is a place for rich people and has a party culture. The people who live here are only interested in having fun. The population is small, and everyone lives in ice-palaces on the tops of mountains. It's grown-ups only - there is a law that says no children are allowed, which is a shame because they would love it!

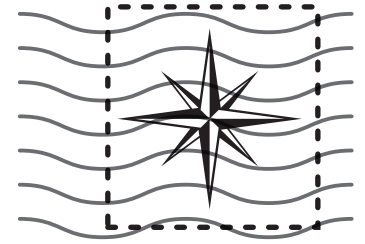
The economy is strong and everyone is very rich. Things are really expensive here, but no-one minds - they can all afford it. The currency is the "Snowie" and 3 Snowies = £10 in UK currency.

The level of technology is high. Everyone has lots of gadgets and they all have TVs, CD players, DVDs and mobile phones. They do watch a lot of TV, which could be a good way of reaching them with advertising. They also all have the Internet, and they all do their shopping on-line, so there are no shops.

Shopping is delivered by helicopter, and all transport is by helicopter. The thing is: I think the people here are bored of using helicopters and might like a new way to travel. Whatever it is would have to fly though, and be brightly coloured so it can be seen against the snow.

Competition is tough. Lots of companies are selling high-quality products to these people so our promotion will have to be good.

I hope this helps! Good luck and see you soon.



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Worldwise Marketing

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Thistle House

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3 Longmere Street

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Krinkle Hampton

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