

EC 363
Homework 2

Based on what we have learnt in class, please initiate a business idea for a multinational company in China or a country of your selection by taking advantage of the differences between the two markets.

Your country of selection should be Thailand or your home country where you know well.

The business plan should include the following perspectives:

1. Feasibility: From the perspective of legal requirement
2. Main business model
 - a. What is your main business?
 - b. How do you make profit for your business based on the differences/advantages between the two economies?
 - i. List out potential customer
 - ii. List out potential spending per customer per year
 - iii. List out related cost
 - c. Is there any existing competitor to your business?
 - i. If there is, please list out how you are planning to distinguish yourself out
 - ii. If there isn't, please explain why this is a missed opportunity by many other existing businesses at that moment
 - d. Please list out the main challenge of your business success
3. Please comment on the impact on the society from your business

You can work on this project in a team of 3-5 members. Peer evaluation will be conducted to prevent free riders in the project. Team work and efficient collaboration are essential to the success of this project.

A 10 mins presentation of your business plan will be conducted on the last session of this course in class.