International Business

Note Taking Guide

Mr. Bodenburg

**Young Guns:**

How and why did Michael Min Hong Yu start New Oriental Education?

China has \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ billionares.

One out of every \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Chinese want to start their own business.

The founding of the businesses New Oriental, Vision, and Bai Du all have what characteristics in common?

Explain the importance to the Chinese of learning the English language.

Even though China has many advantages in producing products, why do they have a disadvantage when they try to produce and market a high quality product, like the guitar brand highlighted in the video?

China is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ largest fast food market in the world.

**Taste of China**

Yum Brands own and operate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ KFC and Pizza Huts in China. This is three times the number of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Name three benefits that Yum Brands have in marketing Chinese fast food franchises in China.



**Krafting a Solution**

Oreo introduced the American sandwich cookie to China in 1996. After years of research and development what did Kraft do to reinvent the Oreo for China?

What are the differences in the advertising of the Classic Oreo in the U.S. and in China?

What are some reasons that Bai Du has an advantage over Google in China?

Bai Du’s Market Share = \_\_\_\_\_\_\_\_\_\_%

Google’s Market Share = \_\_\_\_\_\_\_\_\_\_%

What year did Google seriously enter the Chinese Market?

Over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ new foreign entities establish a presence in China each year.

**Made in America**

China produces \_\_\_\_\_\_\_\_\_\_\_\_\_ of the world’s garments.

Permit delays is one of the ways China discourages foreign startups from entering their market. Describe American Apparel’s challenges in trying to open their retail locations in China.

**If We Build It**

Explain why the U.S. is more of a “do it yourself” nation. Whereas, China is more of a “do it for me” nation.

Many citizens of China had their first chance to buy a home less than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ years ago.

In the U.S. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a project starter.

In the China \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a project starter.

Describe one possible reason why Home Depot is so effective at selling and marketing children’s paint to Chinese families.

**Show me the Money**

China boasts around \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ golfers

The average Chinese citizen does not pay $250,000 for a golf club membership. These memberships are reserved the rich, and what other group?