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| Course | Strategy Planning |
| Type | Short assignment 5 at least 350 words |
| Deadline | 5/4/2022 10 pm GMT |
| Chapter | Chapter 11 in Contemporary Strategy Analysis |

For this week’s paper, **STC** is a company founded in the KSA that has expanded internationally.

1. How did the company extend its competitive advantage from its home market to an international market? Were all of them transferable and replicable, why or why not?
2. What mode of foreign market entry did the firm adopt, why?
3. How did the resources and capabilities related to the local market knowledge, distribution, and political and business connections in the international market.

**Directions:**

* Embed course material concepts, principles, and theories (including supporting citations) along with **at least 3 current** scholarly, peer-reviewed journal articles. Current articles are those published in the last five years. Use textbook as a reference with in-text citation.
* Use University academic writing standards and APA style guidelines.
* Be sure to support your statements with logic and argument, citing all sources referenced.

**Grading:**

