

### ASSESSMENT # 12

Total Marks: 30

**Answer the following questions:**

1. Describe the complexities of doing business in a global context?
2. Discuss trends in global business?
3. Apply strategies and tools needed to help shift a regional business into a global enterprise?
4. Closely evaluate your current business operation and determine its readiness for moving into a global marketplace?
5. Create an international business plan and prepare it for implementation?