**INTERNATIONAL BUSINESS MODULE**

**Student Name:**

**University:**

**Due Date: 21th March 2019**

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# Introduction

Food Canner Ltd is one of the best of the Mauritius food industry established in 1968 (Food Canners Ltd, Referenced in Juice, 2012). The company begins as an import substitution manufacturing company in 1960. At present, it is one of the leading manufacturing companies in the world that cater Mauritian customers. Sunny is considered as the main brand of the company and has become of the recognize brand.

# Reasons to choose Germany

The company chooses Germany for expanding their business as the company is confident that their investment in this country will prove to be value added and fruitful in long run (The Food and Beverage industry in Germany, 2019). Also, the food market in the Germany produces more than 170 thousand food products for the German customers.

# Action plan

The following is the action plan with the completion date that the Food Canner Ltd should follow for the successful completion of their project (Gartenstein, D, 2019).

|  |  |  |
| --- | --- | --- |
| **Action plan** | **Completion date** | **Person responsible**  |
| Recruiting staff | May 2019 | Sales manager |
| Training to the staff members  | June 2019 | Sales manager |
| Update website and other social platforms | June 2019 | IT manager |
| Improve customer service | July 2019 | Sales manager |
| Improve sales volume | August 2019 | Sales manager |
| Improve cash flow  | October 2019 | Finance manager |

# References

* Food Canners Ltd, Referenced in Juice. (2012). Retrieved from <https://business.mega.mu/2012/11/15/food-canners-ltd-referenced-juice/>.
* Gartenstein, D. (2019). List of Tasks for Running a Small Business. Retrieved from <https://smallbusiness.chron.com/list-tasks-running-small-business-21161.html>.
* The Food and Beverage industry in Germany. (2019). Germany Trade and Investment. Retrieved from <https://www.gtai.de/GTAI/Content/EN/Invest/_SharedDocs/Downloads/GTAI/Industry-overviews/industry-overview-food-beverage-industry-en.pdf>.