

# Case Study: MapleTech's International Expansion

## Goal

This case study encourages students to apply knowledge of international business principles, leverage Canada's strengths, and develop strategic approaches to overcoming challenges faced by Canadian businesses in global markets

**Background:** MapleTech is a Canadian technology firm specializing in renewable energy solutions. With a strong domestic presence, MapleTech is considering expanding into international markets to leverage Canada's reputation for innovation and environmental stewardship. The company is eyeing opportunities in Europe and Asia but is concerned about various factors that could influence its success, including the current low value of the Canadian dollar, Canada's cultural diversity, and the need for strong branding and market understanding.

**Situation:** The Canadian dollar is currently valued lower than the Euro and the Japanese Yen, which could potentially make MapleTech's offerings more attractive abroad. The company's workforce is highly diverse, with employees from various cultural backgrounds, providing a wealth of knowledge about potential markets. However, MapleTech lacks a strong international brand presence and must decide how to best leverage its strengths for global expansion.

## Challenges:

Building a strong brand in new international markets.

Utilizing Canada's cultural diversity to understand foreign markets.

Navigating the effects of the Canadian dollar's value on pricing and competitiveness.

## Questions

How can MapleTech leverage the low value of the Canadian dollar to enhance its export strategy?

In what ways can MapleTech's culturally diverse workforce be utilized to gain insights into the European and Asian markets?

What steps should MapleTech take to build a strong brand presence in its new markets?

