

Business

Enterprise Challenge

1. Scenario: Find a location for Steels Engineering to take advantage of business in China.

2. Key points to include: Location choice, Pros and cons of that choice, accurate location maps, nearby suppliers, customers & competitors.

Common entry points

- Pearl River Delta (Hong Kong, Shenzhen, Guangzhou and inland)
- Yangtze River Delta (from Shanghai to Nanjing and further down the Yangtze River)
- Bohai Bay corridor in north eastern China (includes the cities of Beijing, Tianjin, Dalian, Jinan and Qingdao and their provinces).



Useful Resources

- Company Website: <http://www.steelsengineeringservices.co.uk/>
- China Briefing Website: <http://chinafta.nzte.govt.nz/solutions/operational/location-options.html>

Useful Business Terms

- Geographical factors (Water supplies, prevailing wind, Waste disposal, safety etc)
- Cost of the site
- Infrastructure (Sea, airport, transport, services)
- Labour – Workers / employees
- Proximity to the market (Closeness to suppliers / competitors)
- Proximity to the customer (Closeness to customers)
- Logistics – Ability to get things in and out of the area

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Cut Out Matching Cards

Geographical factors	Includes: Water supplies, prevailing wind, Waste disposal, safety etc
Cost of the site	How much the land costs to buy or rent
Infrastructure	Includes: Sea, airport, transport, gas and electricity
Labour	Workers / employees
Proximity	How close you are to something
Logistics	Ability to get things in and out of the area

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Teaching Notes

1. Before beginning this exercise it would be useful to go through the key business terms with the students. You can either use the matching cards or ask students directly what the terms mean.
2. You may want to split the exercise in two with the first half of the exercise being for the students to find out about Steels Engineering and what type of business they do.
3. You may also want to show them the video at <http://chinafta.nzte.govt.nz/solutions/operational/location-options.html> but note that the English in this is not intended for English learners
4. In the original exercise students had to create a PowerPoint slideshow, but you could ask students to do a written piece of work instead or to give a presentation.