

To: Company Headquarters

From: WONG King Yat Lawrence (5039059)

Date: October 20, 2005

Subject: Recommendation for Vice-President of International Marketing

Seeking Vice-President for International Marketing

In response to your request for an analysis of potential candidates for Vice-President of International Marketing, the report writes about the strengths and weaknesses of five short-listed candidates.

Ms. Kiran K. is recommended to be the Vice-President of International Marketing.

Our Recommended Candidate - Ms. Kiran K.

Ms. Kiran K. has both an academic and a professional background in international marketing. Her working experience includes serving at a Fortune 500 company for 10 years and as a professor at Maura University. The committee thinks Kiran will bring new perspectives and ways revitalize the company with her extensive knowledge on international marketing and her own personal analysis and research interest. She has an international reputation in the industry for her published works and has held a consultant position on international marketing throughout Southeast Asia. The number of cases she has dealt with provides her a solid foundation for leading our company away from old practices.

Ms. Kiran K is a 50-year-old Sikh lady now living in Malaysia. She earned a Doctorate in Business Administration at Harvard University, where she did research on the international marketing of pharmaceuticals.

Besides English, Ms. Kiran K can also communicate in German and Spanish, which would be beneficial to us since our primary markets have been Europe and America. The communication barrier would also be reduced if we extend our market to the Pacific Rim thanks to Ms. Kiran's ability in speaking Malay, Japanese and Mandarin.

Other Short-listed Candidates

Mr. Peter V.

Mr. Peter V. is our second best option for Vice-President. Peter is a 44-year-old South African who formerly worked in the international marketing division of an American Fortune 100 company. He has a Ph.D. in computer science and a MBA at Purdue's Krannert School of Business. His colleagues report that he is a creative, hardworking and loyal person, and is able to motivate other employees.

If we hire Mr. Peter V, his constant male companion, P.L., has to accompany with him to Holland. We are also worried about his social activity as a vehement opponent of apartheid at South Africa. It is unfortunate that Peter V. does not show any wide research background in international marketing. However, he has an outstanding performance at the American Fortune 100 company. Compared with Ms. Kiran, Mr Peter V. can speak only two European languages, English and Dutch, and has no known background in the European and Pacific Rim markets.

Mr. Park L.

Mr Park. L, is our third option. He is a 41-year-old Korean man who served as a senior vice-president of marketing at a major 'family-based' Korean high technology firm. It is believed that the market share of his company thrived after he joined the company over 15 years ago. Our worry is that Mr. Park plays organizational politics. If he makes biased or unfair decisions, it will bring catastrophic results and will reduce our accountability. Another weakness of Mr. L. is that with his family-controlled ideology, he may not suit our goals of new ideas, perspectives and innovations for restructuring our company.

Mr. Tex p.

Mr. Tex P. is our fourth option. He is a 36-year-old man who formerly headed marketing for a technological firm specializing in the workstations for sophisticated artificial intelligence applications. Mr. Tex decided to quit the job after Texas Instruments have taken over the company. Mr. Tex explained that the jobs offered to him by TI were "beneath him" and "not worthy of consideration." However, Mr Tex has the reputation of being aggressive and hard driving.

Mr. Zvi

Mr. Zvi, is a 40-year-old man who received his MBA at Massachusetts Institute of Technology. He and has experience coordinating international marketing programs for an industrial park run by a leading scientific research institution. He is our last option because Mr. Zvi is a religious man who must leave work by noon on Friday and will not work on Saturday or during his religion's major and minor holidays.