To submit an **ESSAY** of 2,500 words evaluating the following statement:

***The most important consideration for the firm when implementing an international strategy is that of location.***

An essay requires the systematic investigation of a topic and the development of a written argument. Essays assess cognitive and research skills. Essays are expected to develop coherent arguments, be founded on thorough research, and provide insight into the topic area.

In undertaking this assignment students’ need to:

* Research the topic in an in-depth manner
* Provide a critical perspective of the literature on a topic
* Construct a sustained argument in response to the question/statement using concepts, theories and relevant models

Your essay should incorporate at least **20 different references**. These should be sourced from the following:

* Academic articles
* Relevant books
* Periodicals (ie The Economist etc).

The 20 references should be evenly balanced between these three resource options.

Expected to maintain an appropriate standard in presenting the essay. Remember to acknowledge your sources throughout the paper using the Harvard referencing system. The report is to be typed and 1.5 spaced (a standard 12-point font should be used). Should be checked for spelling, consistency and clarity of expression.