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**STUDENT TRADE COMMISSIONER PROJECT CHARTER**

**SAN DIEGO STATE UNIVERSITY**

**Project Title:** (Your project title)

**Company:** (Your company name)

**Project Leader**

(Include your name and contact details)

**Student Trade Commissioners**

(Leave this blank until the university has organised some students. This should include their contact details.)

**Programme Organisers**

Deb Gilbertson, Export Bridge Organiser, Te Kaihau Ltd, 117 Stratton St, Normandale, Lower Hutt, New Zealand 5010, Ph 022 589 5011, deb@windeaters.co.nz

Dr Martina Musteen, Associate Professor, College of Business Administration, San Diego State University, 5500 Campanile Drive, SSE 3302, San Diego, CA 92182-8238 USA,

Ph: 001-619-594-8346, mmusteen@mail.sdsu.edu

**Company Background**

(There may be sufficient information on your website, or they may need additional information here to understand what your business is about. Please include the website address.)

**The Product/Service**

(This is referring to the product or service that the students are required to undertake some research on. It may also include reference to research work that has already been done.)

**Goals of this Project**

(What do you hope to achieve if the company is successful in this market development project? E.g. a contract with the major distributor for the USA of xyz; or strategic alliance with abc; or 5% market share in a supermarket chain etc.)

**Research and Market Development Requirements**

(List here a description of the work that you want the student trade commissioners to do. The students are signing off on agreeing to do this work. The information sheet gives some examples of the kind of work that might be useful to you.)

**Milestones and Due Dates**

The students begin class around January 20, are assigned their New Zealand “clients” and contact them around February 1. The class finishes about May 5. Select some milestones and due dates for the work you want done. For example:

Sign off project scope by February 6

XYZ analysis by March …

Meet XYZ client by April …

Strategic recommendations re XYZ by April …

Final report, recommendations and action plan by May 5

**Communication – Frequency and Times**

I suggest you recommend a Zoom meeting once per week. 8am to noon New Zealand time correlates with San Diego, USA the previous day:

* 11am to 3pm for the period Jan 20 to March 11
* 12 noon to 4pm for the period March 12 to April 1
* 1pm to 5pm for the period April 2 onwards.

The meeting is likely to last for about 15 minutes – it is useful for sharing information as well as acting as a deadline for the students to make progress. The time sets an expectation but is flexible if other events arise.

**Confidentiality**

A standard confidentiality agreement is available for your use with the students. Please do not fill it in now – if you wish to use a confidentiality agreement then fill it in and email it to Dr Musteen once your application has been approved.

**Budget**

Up to US$600 has been prior approved to spend on this project by the student trade commissioners to reimburse their expenses incurred in this project. Anything over $100 (such as airfares) needs to be prior approved by the company project leader. Receipts are to be given to the course coordinator. No money is paid for student time. If you are successful in being awarded a team of students, there is a koha request of US$200 to cover the administration costs.

**Authorisation** (No need to sign until there is an agreement with the students)

***Company Project Leader*** (Do not complete until there is an agreement)

Name:

Signature:

Date:

***Student Trade Commissioners****:*

Name:

Signature:

Name:

Signature:

Name:

Signature:

Name:

Signature:

Date: