Read through the case study and answer the following questions:

Using appropriate concepts and theories from Block 2, Session 2, identify and discuss three main threats and three main opportunities that should be considered by Apollo in expanding its global reach within southeast Asia and Eastern Europe. (25 marks)

Using the concepts of convergence, divergence and crossvergence, explore how Apollo can tackle institutional and cultural differences for management when turning itself into a multinational through combining ‘global knowledge’

with ‘local needs’. (25 marks)

From a marketing perspective, what are the benefits and challenges for Apollo as it expands globally?(25 marks)