**ASSIGNMENT QUESTIONS OUTBACK**

1. What the principal features of Outback Steakhouse’s strategy in the US? Why has the strategy been so successful?
2. What are the key elements of the international expansion strategy being proposed by Hugh Connerty?
3. Assess the proposed strategy in relation to (a) Should Outback Steakhouse expand internationally, or would it be better to expand through starting new restaurant chains within the US? (b) Does the strategy outlined by Connerty make sense?
4. If Outback is to expand internationally, advise Chris Sullivan on (a) The optimal rate of international expansion. (b) The best mode of entry into foreign markets (e.g. direct management, JV, franchise). (c) Which country(ies) to enter first. (d) Whether Connerty is the right person to head the International Division.