

Consider adding a few photos to grab the attention of the audience

# Country Name Country Analysis

# Introduction: Country Name

From Module One Discussion  
(Included in Checkpoint One)

## Rationale

Share the reasoning you have for choosing this country and provide examples to emphasize

## Location and Geography

Use [The World Factbook](#) and [World Atlas](#) to identify geographic characteristics for this section.

- *Regional Location*
- *Water access*
- *Bordering countries*
- *Natural Hazards or Climate*

Include a map to illustrate the location



(National Geographic, 2015)

Always cite sources

# Sociocultural Environment

From Module One Discussion  
(Included in Checkpoint One)

## Country Composition

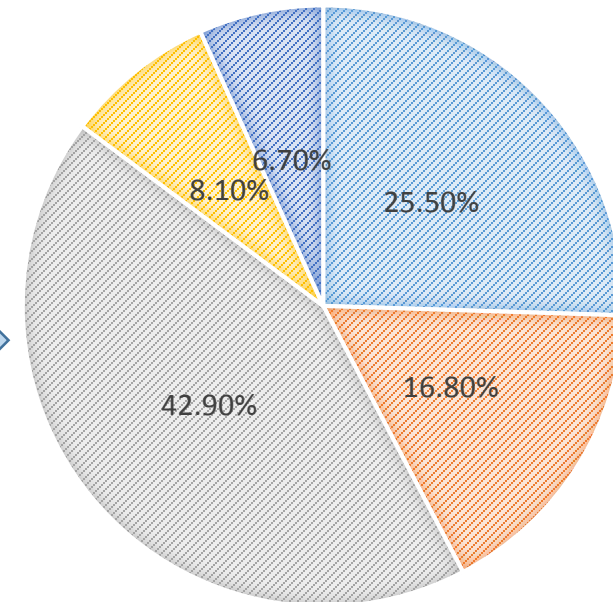
Use [The World Factbook](#) to identify elements of country composition.

- *Literacy Rate*
- *Rate of Urbanization*
- *Heavily Populated Cities*
- *Major Religions*
- *Educational Data*
- *Age Structure*

Consider a chart or graphic to illustrate certain data

## AGE STRUCTURE

■ 0-14 ■ 15-24 ■ 25-54 ■ 55-64 ■ 65+



# Sociocultural Environment

From Module Two Discussion  
(Included in Checkpoint One)

## Values and Communication

- Use [The Hofstede's Centre](#) or [The Seven Dimensions of Culture](#) to identify elements of culture relevant to the chosen country
- Use [The World Factbook](#) to identify specific languages spoken in the country
- Use [Commisceo Global Culture Guides](#) to assess non-verbal communication

## Business Etiquette

Use [Commisceo Global Culture Guides](#) to identify **Five** rules of business etiquette. Consider greetings, gift giving, punctuality, business attire, meeting details.

# Sociocultural Environment: Observation Deck

Based on Discussions from Module One & Two  
(Included in Checkpoint One)

Based on the previous sociocultural research, what observations can you make regarding business? Consider the following:

- *Marketing*
- *Employment and Labor Force*
- *Product Demand*
- *Managerial Approach*
- *Rules to Business Etiquette*

# Political - Legal Environment

From Module Three Discussion  
(Included in Checkpoint One)

## Government and Ideologies

Use [The World Factbook](#) and [current news reports](#) to identify the political situation in the country chosen. Identify the following elements:

- *Government Type*
- *Political Leaders*
- *Political Pressure Groups*
- *Recent Changes in Governing Rule*

## Corruption

Use [Transparency International](#) to identify Corruption data and explain their impact. Include the following elements:

- *Bribe Index*
- *Corruption Perception Index*
- *Transparency Rating*

# Political - Legal Environment

From the Module Four Discussion  
(Included in Checkpoint Two)

## Trade Regulations and Legal Considerations

Identify **FOUR** measures of government influences on trade and employment

- Use [Wage Indicator](#) to identify various employment laws in the country. These might include minimum wages, medical leave, holidays, discrimination laws, etc. You may need to use the translation service through Google Chrome when accessing various sites.
- Use [Duty Calculator Sales Tax Rates](#) to identify sales tax and rates for a country.
- Use [Treasury.gov Sanctions Programs List](#) to identify various sanctions influencing business in the country
- Use various government websites to learn more about tariffs, labeling, restricted items, and other barriers to trade. Consider using the [U.S. Trade Representative resource](#) to identify trade regulations

# Political - Legal Environment: Observation Deck

Based on Discussions from Module Three & Four  
(Included in Checkpoint Two)

Based on the previous political –legal environment research, what observations can you make regarding business? Identify political and legal risks and opportunities. Consider the following:

- *Safety Concerns*
- *Additional Costs*
- *Specific Industry Barriers*
- *High Corruption Rates*
- *Risky Ideologies*

# Economic - Infrastructural Environment

## **Economic Measures** — From Module Five Discussion (Included in Checkpoint Two)

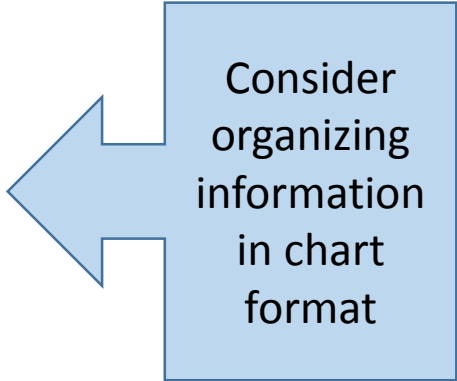
Use [The World Factbook](#), [World Bank](#), [Trading Economics](#), and [International Trade Centre](#) to find the following economic data:

- *Interest Rates*
- *Unemployment*
- *Inflation*
- *Income Growth*
- *Exchange Rates*
- *Exchange Rate Regime (pp.336-337 course text)*
- *GDP*
- *Labor Force*
- *Major Industries*
- *FDI Rates*

## **Trade** — From Module Six Discussion (not included in Checkpoint Two, but incorporated into Final Project)

Use the [WTO –RTA website](#) to identify the following elements of trade:

- *Major Trading Partners*
- *Major Imports/Exports*
- *Regional Trade Agreements & Member Countries*



Consider organizing information in chart format

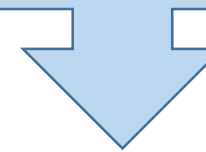
# Economic - Infrastructural Environment

From Module Five Discussion  
(Included in Checkpoint Two)

Use [The World Factbook](#) to identify the following:

- Major [Airports/Seaports](#)
- *Railway Stations (Research Government websites for more detail)*
- *Internet Users*
- *Mobile Providers* – Use [TxtNation](#) to identify Mobile Operators by country
- *Logistics Performance Index Rating* - Use the [World Bank – Logistics Performance Index](#) to identify the LPI rating

Consider including a map/graphic of [major airports](#), seaports, or railway stations



# Economic - Infrastructural Environment: Observation Deck

Based on Discussions from Modules Five and Six  
(Not included in Checkpoint Two, but incorporated into Final Project)

Based on the previous Economic and Infrastructural research, what observations can you make regarding business? Consider the following:

- *Ease of Distribution*
- *Economic Growth*
- *Telecommunication Barriers*

# Final Recommendations

**Market Entry Strategies** Based on concepts covered in Module Seven (Not included in Checkpoints, but incorporated into the Final Project)

Outline market entry strategy options for this country. Riskier regions might need a less risky approach, while regions full of opportunities and minimal risks, could use a risky strategy. Refer to Chapters 14 & 15 of the course text for more information on Modes of Entry. Consider imports/exports, Acquisition, Greenfield Investments, Licensing, Franchising, Turnkey Operations and Joint Ventures.

**Make a final recommendation based on the risks and opportunities as to whether the company should enter the market.**

**Cultural Awareness** Based on concepts covered in Module Two (Not included in Checkpoints, but incorporated into the Final Project)

Apply elements of culture identified in this report that should be addressed when entering this country. What considerations should be made for marketing, employment, and business interactions? Refer to Chapter 2 of the course text for more information on Cultural Environments

# References

All resources should be cited in APA format. A few resources that are beneficial include the following:

[Shapiro Library](#)

[Purdue Online Writing Lab](#)