

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

Country Name

Country Analysis

This guide is a suggested approach for proficiently meeting the final project rubric requirements. Your country may require additional depth in any particular area to reach exemplary rubric scoring.



Presenter's Name

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 (Author(s), Year)

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(s) to illustrate the location and terrain



(National Geographic, 2015)

Remember: Always include an APA 6 'in-text' resource citation for each idea, fact or graphic. The format is: (Author Last Name(s), Year Published).

Sociocultural Environment

From Module One Discussion
(Included in Checkpoint One)

Country Composition (Author(s), Year) Citation for each resource used

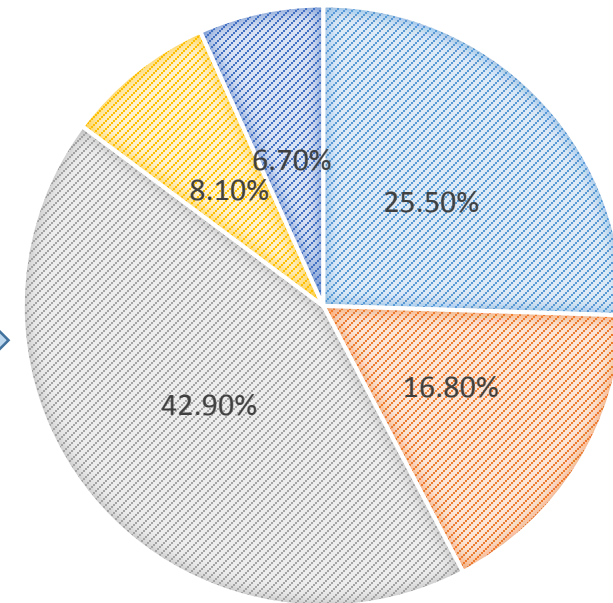
Use [The World Factbook](#) to identify elements of country composition.

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

Consider a chart
or graphic to
illustrate your
most important
data set

AGE STRUCTURE

■ 0-14 ■ 15-24 ■ 25-54 ■ 55-64 ■ 65+



Sociocultural Environment

From Module Two Discussion (Included in Checkpoint One)

Many students forget to include and describe the dimensions of culture

Values and Communication (Author(s), Year) Citation for each resource used

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

Business Etiquette (Author(s), Year) Citation for each resource used

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*

Explain your research. What are the most relevant opportunities and risks a US executive should consider before deciding if or how their firm is going to do business in your foreign country? Why are these factors important?

Political - Legal Environment

From Module Three Discussion (Included in Checkpoint One)

Government and Ideologies (Author(s), Year) Citation for each resource used

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 and their ideologies*
- *Political Pressure Groups*
- *Recent Changes in Governing Rule*

Corruption (Author(s), Year) Citation for each resource used

Use [Transparency International](#) and other resources to identify 3 measures of corruption and explain their impact. Consider the following elements:

- *Corruption Perception Index*
- *Enforcement*
- *Bribery measures*

Are your slides becoming cluttered?
PowerPoint allows for additional detail and explanation to be recorded in the Speaker's Notes Section of each slide.
[Learn more about using them here!](#)

Political - Legal Environment

From the Module Four Discussion
(Included in Checkpoint Two)

Trade Regulations and Legal Considerations (Author(s), Year) Citation for each resource used

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 Political Ideologies In Government*

Explain your research. What are the most relevant opportunities and risks a US executive should consider before deciding if or how their firm is going to do business in your foreign country? Why are these factors important?

Economic - Infrastructural Environment

Economic Measures — From Module Five Discussion
(Included in Checkpoint Two) (Author(s), Year) Citation for each resource used

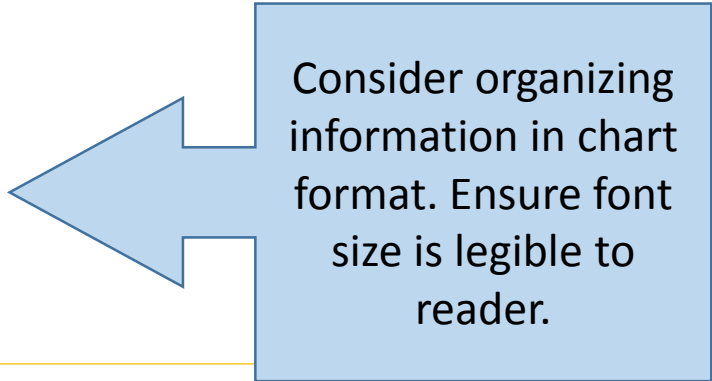
Use [The World Factbook](#), [World Bank](#), [Trading Economics](#), and [International Trade Centre](#) to find the following economic data:

- *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) (Author(s), Year) Citation for each resource used

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. Ensure font size is legible to reader.

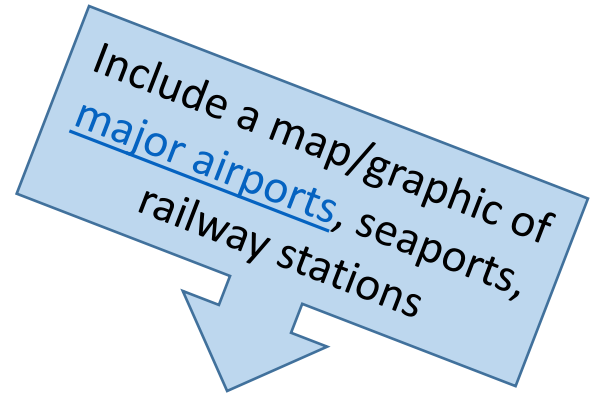
Economic - Infrastructural Environment

From Module Five Discussion
(Included in Checkpoint Two)

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

(Author(s), Year) Citation for each resource used

- 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



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*

Explain your research. What are the most relevant opportunities and risks a US executive should consider before deciding if or how their firm is going to do business in your foreign country? Why are these factors important?

Final Recommendations

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

Make a final recommendation based on the risks and opportunities you identified as to whether a US company should enter the foreign market and to what degree (indirect and/or direct entry levels and what modes would be suitable at the suggested level).

Outline market entry mode options for this country. Riskier regions might need a less risky entry mode, while regions full of opportunities and minimal risks, could use a risky approach. 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.

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 using APA version 6 format. That means your ‘in-text’ citation markers should be placed on every slide for each of the resources you utilized. The citation markers should look like: (Author last name(s), Year published).

On this slide you will provide the full details of each reference used for the viewer to research themselves.

For more information on proper citation methods using APA 6 format, consider:

[Shapiro Library](#)

[Purdue Online Writing Lab](#)