

BUS187

Final Project Description

PROJECT: COUNTRY ANALYSIS

FALL 2016

Good Earth, Inc.

Good Earth, Inc. is a company that specializes in health food grocery retail stores (think Trader Joe's or Whole Foods). The company wants to expand their stores into a different country.

They have hired your team to research a country and identify potential areas of cultural and political differences that may create conflicts between Americans and foreign business people.

At the end of the engagement, you must present to their Board of Directors your recommendations for whether or not your country of choice is a good place in which to expand.



What do you need to do?

PREP!

Step 1:

Form a group of up to four people

Step 2:

Select a country from this list:

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- Columbia
- Denmark
- Egypt
- France
- Germany
- Hong Kong
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Malaysia
- Mexico
- Netherlands
- Peru
- Philippines
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Sweden
- Taiwan
- Thailand
- Venezuela



GROUP WORK: RESEARCH AND DESIGN

Step 3:

Research your country of interest. Determine the business, economic, political and cultural issues.



Step 4:

From your analysis, design a short "How to do business in _____" manual for business people coming from the United States of America.

The document should incorporate all the business issues into a concise, easy to read manual that looks professional and written in a business context.

Be creative! Use images and make it visually interesting.

Step 5:

Written Analysis,
Recommendations and Final
Presentations.

After completing Step 3
(Research) and Step 4 (Business
Manual), your team will create a
written analysis of whether or not
Good Earth, Inc. should expand to
your country.

Present your findings and
recommendations to the Board of
Directors (the class).

NOTE:

The written analysis should not
be more than 4 pages (not
including the Works Cited page).

The final presentation should
take no more than 10 minutes.

Both your written analysis and
the final presentation should
include the implications of the
factors and dimensions of the
Global Business Environment.

Create an engaging presentation
using Powerpoint, Prezi, Adobe
Slate, or any other presentation
app). You can include photos,
images, and videos. Make your
presentation engaging.

Remember!

You should end your presentation
with a very clear and well-
supported recommendation for
whether or not Good Earth, Inc.
should expand to your selected
country.

**INDIVIDUAL WORK!**

The Last Step: Individual Work

**You're not done yet!.. There is a
Step 6.**

Personal Reflection

Identify and discuss the 3 MOST
difficult adjustments YOU
personally would have to make to
do business in your country of
choice.

Your comments should be
original, detailed and achievable.

Each group member must do this
portion of the project
individually.

Maximum number of pages for
this paper is 2. This will be
submitted on the day you submit
your final report.

**Important Dates to Remember!**

9/15: Project Teams Formed

10/20: Project Paper 1

(changed from 10/13)

11/17: Project Paper 2

(changed from 11/10)

**12/1 & 12/8: Final Project
Presentations**

12/15: Submit:

- **Final paper (Business Manual and Analysis)**
- **Personal Reflection**
- **Peer Evaluation Form**

PROJECT PAPER DETAILS AND DUE DATE

Project Paper 1: due (10/20)

COUNTRY PROPOSAL

- Country selection
- Brief country profile, resources and capabilities. Include relevant socio-economic statistics such as demographics, GNP, GDP, currency, employment %, etc.
- Rationale for choice
- Initial discussion on why the country will be a good fit for the company expansion

Maximum number of pages: 2

II. Doing Business in ____

- Political and market systems
- Foreign investment regulations
 - Currency
- Site selection and incentives
- Labor and employment
- Import and export regulations

III. Business and Cultural Environment

- Business practices
- Business etiquette
- Trade associations
- Ethical practices
- Cultural influences and dimensions
- Religion
- Others

Maximum number of pages: 10 (excluding Cited Works pages and appendices)

Final Project Paper due (12/15)

Revised Business Manual and Analysis

Maximum number of pages: 14 (excluding Cited Works pages and appendices)

Submit:

- Personal Reflection Paper (no more than 2 pages)
- Peer evaluation form

Project Paper 2: due (11/17)

Business Manual (DRAFT)

I. Country Overview

- Country facts
- Economic indicators
- Industries
- Cost of living and doing business
- Resources and capabilities
 - Labor force
 - Education
- Lifestyle
 - Work week
 - Holidays