

Global Business Project – Part 2 of 4 BUS251

Objective: Students will use the textbook, Bankier Library resources, and the Internet to research a specific country in which to introduce a new product or service. The product or service will coincide with Brookdale’s Global Citizenship initiative to “educate and engage students and the college community in global issues to improve the world we live in and to foster a lifelong commitment to global citizenship.”

Make copies of your project for future use. I will be keeping all projects until after your presentation. I will not be returning them to use except to provide your grade and comments. They will then be returned to me until your presentation. Projects are not accepted via e-mail under any circumstances.

Business Environment Analysis Report

Now that you have some background on your country, it is time to determine how you will make an impact within the country. You have several resources at your disposal.

1. You will approach this project from a global awareness/global citizenship perspective by introducing a product or embarking on a project in your country that will make a difference.
2. For ideas visit the Brookdale webpage and click on the link for the International Center.
3. Then under the [International Education Center](#), click on:
 - o [Global Citizenship](#)
 - [Global Citizenship SERVICE Project Information for STUDENTS](#)
4. Here you will find several articles, companies, programs, and citizenship awareness initiatives that will give you ideas. Some of you already have ideas, but, please visit the site for additional reference.
5. Begin this segment of your project by introducing your idea and give a brief explanation as to why. You will have the opportunity to expand on your thoughts throughout the project.
6. If you are using a service, you will need to address a product used in that service for the economic portion of this project. That information will come later.
7. Place good resource sites found on the discussion forum for your colleagues.

For this portion of the project you are to analyze the environment to determine the feasibility of your idea as well as the country’s possible receptiveness to your idea.

For example, you may find that the literacy rate of people ages 20-25 is very low. You may want to embark on an educational enrichment program. However, the country does not support women in education and this is a major part of the issue.

This is a research project. The research and analytical skills that you have developed at this point in your college career should yield a well-written quality report.

Address your product or service and use the rationale from each of the areas of your first project. You will also include components referencing culture and religion. This will be in paragraph form however you must highlight or type in red the components you are addressing.

Areas to think about:

Listed below are some of the areas from your initial research that may help you determine the feasibility of your idea. These different variables may influence your marketing strategy in introducing your product or service into the country you are researching. There may be other areas in addition to those listed. Do not just stick to my list.

Requirement: Address at least 5 areas of your findings as a basis to discuss key characteristics that will validate, justify, or explain your rationale for the need for your product and the potential receptiveness by the receiving country.

Demographics

Total Population
Population Growth Rate
Age Structure
Middle Class Size
Urban/Rural Composition

Government

Government Stability
Economic Freedom
Openness to FDI
Legal System
Currency Convertibility

Culture

Religion
Customs
Social Structure
Communication
Education

Communications Infrastructure

Fixed Telephone Market
Wireless Telephone Market
PC Ownership
Internet Users
TV Ownership

Physical Infrastructure

Roads and Highways
Railways
Ports
Navigable Waterways
Airports

Economics

GDP Growth Rate
Per Capita GDP
Consumer Inflation Rate
Trade as Share of GDP
Potential Market

Also Include aspects from:

Culture
Religion

Additional questions to answer:

What key factors should you monitor while doing business in your country: Currency/economic conditions, political, cultural, etc.? Explain your answer.

Do you believe that your country's business environment will improve, worsen, or remain the same over the coming 12 months? Explain your answer.

Do you believe that the country's business environment will improve, worsen, or remain the same over the coming decade? Explain your answer.

Do you foresee any obstacles entering the country with your service or product? Explain your answer.

Is your country receptive to imports? Explain your answer.

Are you competing with similar products or services in your country? If so, why would you still enter? Explain your answer.

These are just some ideas. You are doing the research and your papers will most likely address additional issues.

For this paper you must cite your sources. You must cite at least 4 sources plus one additional source that is not on the list I provided. Research involves more than one source. You must use additional sources other than the CIA or World Fact Book. You need to expand.

Think about your project. This is different than a strict outline of what you would do. Note that good research does not fit into a specific pattern. You are to think outside of the box!

You will submit this project in hard copy. Please, please, please: Check your font, check for clarity, check for logic. Have someone read your report if needed to determine if it is understandable. **Please present with quality consistent with a 200 level college course.**

If you would like me to showcase your project, please make sure you also save it on your storage media so that I can get it from you at the end of the term.