

Final Group Country Report

Based on your Initial country report findings provide a Final Group Country Report following the outline below.

Guidelines:

- Your report must be 7-10 pages (maximum without references), single-spaced, 12 pt font.
- Follow the outline presented below using each question as a subtitle
- All questions require research to be done
 - REMEMBER: you are not expected to be experts on the country/industry/product you selected. You must provide evidence for ALL your statements using in-text citations with full APA references at the end of the report to show the sources of ALL external information you refer to (this is the basis for the credibility of your report and the validity of your conclusions)
 - Please do not copy-paste entire sentences or paragraphs (Vericite will flag this as plagiarism!). Make sure to synthesize multiple sources and convey the information in your own words
- Write this report as if you were a team of external consultants working for a big client (no informal, text-messages language). No I/Me but We/Us.

Outline

1. Executive Summary: A short and concise overview of your country and proposed product for entry. Should cover the principal points of the report. (1/2 page maximum)

2. Country analysis: A factual description of your country's environment.

A. Political Environment (political system, political risks for foreign firms)

B. Legal Environment (legal system, legal risks for foreign firms)

C. Economic Environment (economic system, economic stability/risk)

D. Trade Environment (major imports, regional economic integration, tariff and trade barriers, government incentives for conducting business there)

E. Cultural Environment (discuss major cultural components and highlight differences with the United States, provide cultural dimensions' assessment with supporting examples)

(Note: you may integrate information from your Initial country research report, BUT you are not allowed to copy-paste entire sections as is)

3. Proposed plan for new product entry:

A. Outline the challenges and opportunities for doing business in your country in general and for U.S. firms in particular. (Note: you are expected to integrate the facts presented in part two as well as in your Initial country research report and other credible external sources such as, for example, business magazines and quality newspapers).

B. Propose an American product to enter your country based on your analysis in 3A and justify why it represents a good business opportunity. Build a clear and logical argument explaining your choice including the market-potential indicators to estimate the market demand for the product/service.

(Note: you may reuse this part from the initial country research report BUT you MUST incorporate the feedback that you received on it by elaborating and correcting your initial argument write-up to avoid losing points; you may also build a brand new argument for a different product if you realized that your initial ideas were erroneous/ irrational).

C. Analyze the local competition for the selected product (industry structure, major players local and foreign already present). Discuss the advantages that your focal/selected company producing this product/service has to compete with existing market players in the country.

D. Entry strategy:

- (1) Select an appropriate entry mode for the proposed product (e.g., exporting, licensing, JV, etc.). Explain why you believe this entry mode is adequate. Discuss some of the risks and disadvantages linked to this entry mode.
- (2) Identify appropriate distribution channels for your product
- (3) Identify appropriate promotion methods
- (4) Other relevant consideration: e.g. staffing if decided to manufacture locally.

Note: be specific in providing real potential business partners and identifying major outlets and players for distribution and promotion in addition to clearly stating your choices and using theoretical concepts from the textbook. Your recommendations should be actionable.