Analyze the business prospects of the Philippines. The analysis should be approached as if you and your company are contemplating opening a new market in this country with a product or service that is currently being offered by your company (for this analysis it does not matter what your product or service is). You are to provide information, **analysis**, and recommendations to the CEO of your company for the best ways to enter and to succeed in this nation’s market.

Suggested Outline of Analysis (you are not required to use this outline but all the topics below must be addressed)

* Executive Summary (2-3 sentences only)
* Part 1 - Background/history of country
* Part 2 - Overview of political/economic/cultural/demographic aspects of country
* Part 3 - Key industries/overall business climate (infrastructure, taxes, educational system, banking system, technology, etc.)
* Part 4 - Key global exports/imports/trading partners/trade agreements
* Part 5 - Recent business-related news and future trends
* Part 6 – Analysis of Business Opportunities and Risks
* Part 7 - Recommendations
* Part 8 - Summary

Format

* Minimum 1800 words/maximum 2000 words (excludes references); graphs, figures, tables acceptable
* PDF document, 12-point Times New Roman font, double-spaced
* Minimum of 7 credible references (in paper citations, and full citations at end of paper in APA 7th edition format, encyclopedia, blogs, or textbook are not to be used)

Tips for Success

* Writing should be succinct and to the point – do not include superfluous or meaningless information
* Use more than 7 references – it will help you understand the material and provide you a broader view of the subject matter
* Include a few graphics (tables, charts, etc.) – this is helpful to the reader
* Concentrate on the analysis part of this project – exercise critical thinking