Conduct Research

Based on the country you are analyzing, research information related to the following areas:

1. **GOVERNMENT AND POLITICS**
   Describe the type of government and recent political developments that could influence the economic and business environment of the country. (For example, various events in recent years in the Middle East have contributed to an uncertainty when doing business with some countries.)

2. **Accessing the Social-Cultural Environment**
   A country’s business environment may be influenced by the importance of family, religious beliefs, and demographic trends. Your goal is to gain cultural and social awareness about the country (or countries) you are considering for your global business opportunity.

3. **FORMAL TRADE BARRIERS**
   Identify formal trade barriers (tariffs and other taxes, foreign exchange controls, ownership restrictions) that might require a company to adapt its business strategy.

4. **PROMOTING GLOBAL BUSINESS**
   Analyze host government efforts to attract foreign investment. (Some nations offer tax incentives to attract foreign capital.)

5. **INTELLECTUAL PROPERTY**
   Discuss the country’s regulations to protect intellectual property, such as brand names, copyrights, patents, software, music, videos. (Some countries do not enforce these laws resulting in the pirating of products and lost profits for companies.)

6. **GEOGRAPHIC INFLUENCES**
   Identify geographic factors (climate, terrain, waterways) that influence business activities in the country. (In some countries, mountains make movement of raw materials and production supplies difficult and expensive.)

7. **MAJOR PRODUCTS AND INDUSTRIES**
   Describe the country’s:
   A. main natural resources and agricultural products,
   B. major industries,
   C. major imports, and
   D. major exports.

   (A country’s natural resources and agricultural products are the basis for foreign investment and exporting activities.)
8. **CURRENT ECONOMIC CONDITIONS**
   Assess the country’s recent economic conditions related to GDP, inflation, interest rates, currency value, personal income, and employment. Suggest how these economic factors may attract or deter foreign investment.

9. **INFRASTRUCTURE**
   Analyze the infrastructure of the country with regard to availability of transportation, communication, and utilities.