

## **Business Principles – Final Project**

### **International Business Research Proposal – 100 Points**

**Scenario)** You are the manager of the *Global Strategy Department of Company XYZ* (Choose any business that is NOT already global, or make up a company of your own). The director of the company has asked you to write a business proposal whether or not to expand the business into international markets (Choose a country of your choice). You will need to do some research on the country you selected to support your final recommendation/proposal to the director.

**Your proposal must include the following parts:**

- **Introduction & Company Background:** Include a background of the company, the country you are choosing to expand to and why, and the 4 international factors you have researched.
- **International Factors (1-4):** Choose 4 factors from the list to research for the country you selected. Explain (in detail) how they will impact the business. You should also propose ways to solve/overcome the issues if you were to expand into that country. Each factor should be a separate heading in your proposal.
- **Final Proposal:** Consider all of the research you've done and the suggestions you have made to the director and make a final proposal/recommendation of whether or not to expand into the country you selected. Be sure to include specific reasoning as to why or why not.

**International Factors List (Choose 4):**

- Political Issues
- Environmental Issues (prone to natural disasters)
- Scio-economic Issues
- Technological Issues
- Racial issues
- Religion
- Cultural Issues
- Barriers to entry (obstacles that make it difficult to enter a market)
- Status with USA –sentiment towards USA
- Language(s)
- Literacy: Percentage of those that are literate/illiterate
- 3<sup>rd</sup> world, developing country or industrialized nation
- Sustainable infrastructure – electricity, potable water etc.
- Time zone relative to USA
- Laws:
  - Advertising
  - Work hours – limited?
  - What are the laws towards child labor (are they ignored)

- What are the laws towards slavery labor (are they ignored) – slave labor still exists in many 3<sup>rd</sup> world countries
- Are they openly hostile towards other nationalities (Germany treats all Turkish workers as second class or worse – they have separate doors to go into work, bathrooms, eating areas etc – is this an issue in your new country?).
- What is the country view of time – do they take time out of the day to sleep, be with family etc.
- Is there a national vacation month?
- How are women regarded and how will you supplement if women are not business leaders in that country?
- Current events – what are the current issues, news etc. How will these affect businesses?

**\*\*Helpful Resource: The World Fact Book**

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**BUSINESS PRINCIPLES - FINAL PROJECT  
Grading Rubric**

Professional Cover Page.....	_____/5	<b>Comments:</b>
*Proposal Title		
*Country Name		
*Your Name		
*Date		
Intro & Company Background.....	_____/10	
International Factor 1 .....	_____/15	
International Factor 2 .....	_____/15	
International Factor 3 .....	_____/15	
International Factor 4 .....	_____/15	
Final Proposal .....	_____/10	
Spelling, Grammar, Punctuation & Structure	_____/10	
Length (3-4 pages, double-spaced).....	_____/3	
Works Cited (resources used) .....	_____/2	
<b>Total:</b>	<b>_____/100</b>	