This Assignment where you research markets outside the United States and discuss how to use the principles of Conscious Capitalism to determine appropriate expansion strategies explores the professional skills of; • Global awareness • Awareness of ethical issues and responsibilities • Make ethical decisions and solve problems • Work effectively in teams Assignment Goal and Thought Process Goal: As a Conscious Capitalism based business, how can we use these principles to help us determine which governments (France Brazil, and China, the countries under consideration expansion) would be the best match to ensure successful expansion into this country Thought Process • Business decisions are based on a variety of data points including, sales, profit, cultural match. Your goal as a business leader is to make decisions that have the best chance of success so you will need to incorporate as much data as possible before making your decisions. • If you were going to be presenting to your management in a real world situation, and requesting funds to support your expansion plan, you will need all of this data to be seen as credible and win support for your plan. • The role of government and official policies have an important impact on the growth of their nation(s). • In your simulation, you will be creating plans to expand to any or all of these 3 areas, Paris, Sao Paulo, and Shanghai and need to have a foundation for making these choices to augment the traditional sales and profit goals. The 4 principles of Conscious Capitalism can be an additional data source for decision making • As governmental policies will play a large role in our success when expanding we need to know the following;

Can a government operate as a business? o How can we view governments through the lens of Conscious Capitalism to help us make our expansion recommendations? While the principles are usually applied to business, can we apply them to governments? o What is the culture of each country under consideration for expansion and how many principle(s) of Conscious Capitalism do they follow? o How does this information help us make expansion recommendations, if our goal is to expand to countries that have the strongest link to these principles?