**Here is what you need to do for this assignment:**

1. Compile information about US from the Geert-Hofstede and the Culture Crossing links

below to compile a concise snapshot of core elements of the US culture. For the purpose of

this paper use a concise tool like Geert-Hofstede to offer a quick overview of the core cultural

aspects of the country and add details from the Culture Crossing link.

2. Use the country comparison tool of Geert-Hofstede to assess how you would need to engage

differently with that culture

3. Do a high level analysis of the applicability of the product you are thinking about to the country

chosen. For example the Big Mac will not be well received in India if it is made with beef.

(**THE PRODUCT IS BEER COMPANY IN AUSTRALIA**)

4. Begin the exploration for the product you will sell in this country. Find a product from IBIS world’s

list of products and companies and choose one as you will find adequate data for the course on that

site. At this stage you do not need all the details just the core product but you are investing some

time to lock into a product for more detailed analysis.

http://clients1.ibisworld.com.ezproxy.csp.edu/?u=r8WQHxhC73pfiJF/FqbYuQ==&amp;p=8+ZIUKWA+lGBy

XR6R2FKeg==

**Suggested Resources:**

 http://www.geert-hofstede.com/

 http://guide.culturecrossing.net/

The political climate and business climate are closely intertwined. Some nations make it easy for

business people to open businesses.

**Here is what you need to do for this assignment:**

Provide key details about the country’s political system and current political leadership.

Provide a summary table and explanation from the Doing Business link documenting how easy or

difficulty it is to do business in that country.

Provide a summary table and explanation from the World Governance link to summarize the level of

political stability in that country.

Provide a summary table and explanation of the country’s overall risk from Euromoney’s Country Risk

link.

Provide an overall summary of your estimate of political and market risk.

**Suggested Resources:**

 http://www.doingbusiness.org/EconomyRankings/

 http://info.worldbank.org/governance/wgi/index.aspx#home

 http://www.euromoneycountryrisk.com/