PART II: The Economic Analysis of the Country (Worth 50 Points)

The reader may find the data collected for the economics analysis guideline are more straightforward than for the cultural analysis guideline. There are two broad categories of information in this guideline: general economic data that serve as a basis for an evaluation of the economic soundness of a country and information on channels of distribution and media availability. As mentioned earlier, the guideline focuses only on broad categories of data and must be adapted to the particular company and its product needs. With that said, write at least one (1) paragraph for each of these sections.

Guideline

I. Introduction

II. Population

a) Total

i) Growth rates

ii) Number of live births

iii) Birth rates

b) Distribution of population

i) Age

ii) Sex

iii) Geographic areas (urban suburban, and rural density and concentration)

iv) Migration rates and patterns

v) Ethnic groups

III. Economic statistics and activity

c) Gross national product (GNP or GDP)

i) Total

ii) Rate of growth (Real GNP or GDP)

(1) Personal income per capita

(2) Average family income

d) Distribution of wealth

i) Income classes

ii) Proportion of the population in each class

iii) Is the distribution distorted?

e) Minerals and resources

f) Surface transportation

i) Mode

ii) Availability

iii) Usage rates

iv) Ports.

g) Communication systems

i) Types

ii) Availability

iii) Usage rates

h) Working conditions

i) Employer-Employee relations

ii) Employee participation

iii) Salaries and benefits

**i) Principal industries**

i) What proportion of the GNP does each industry contribute?

ii) Ratio of private to publicly owned industries

**j) Foreign Investment**

i) Opportunities?

ii) Which industries?

**k) International trade statistics**

i) Major exports

(1) Dollar value

(2) Trends

ii) Major imports

(1) Dollar value

(2) Trends

iii) Balance-of-payments situation

(1) Surplus or deficit?

(2) Recent trends

iv) Exchange rates

(1) Single or multiple exchange rates?

(2) Current rate of exchange

(3) Trends

**l) Trade restrictions**

i) Embargoes

ii) Quotas

iii) Import taxes

iv) Tariffs

v) Licensing

vi) Customs duties

**m) Labor force**

i) Size

ii) Unemployment rates

**n) Inflation rates**

**IV. Developments in science and technology**

a) Current technology available (computers, machinery, tools etc.)

b) Percentage of GNP invested in research and development

c) Technological skills of the labor force and general population

V. Channels of distribution (macro analysis)

This section reports data on all channel middlemen available within the market. Select a specific

channel as part of your distribution strategy for your marketing plan

a) Retailers

i) Number of retailers

ii) Typical size of retail outlets

iii) Customary markup for various classes of goods

iv) Methods of operation (cash/credit)

v) Scale of operation (large/small)

vi) Role of chain stores, department stores specialty shops

b) Wholesale middlemen

i) number and size

ii) Customary markup for various classes of goods

iii) Method of operation (cash/credit)

c) Import/Export agents

d) Warehousing

e) Penetration of urban and rural markets

VI. Media

This section reports data on all media available within the country or market. Select specific media

as part of the promotional mix and strategy for your marketing plan.

a) Availability of media

b) Costs

i) Television

ii) Radio

iii) Print

iv) Other media (cinema, outdoor etc.)

c) Agency assistance

d) Coverage of various media

e) Percentage of population reached by each of the media

VII. Executive summary

After completing the research for this report, prepare a two-page (maximum) summary of

the major economic points and place it at the front of the report

VIII. Sources of information

IX. Appendixes