**Name: Class:**

Instructions: Write the name of the country you are working on and

then draw something representative of this country in the space above.

**International Marketing Project**

**Environmental Scan**

1. **Politics:**

Who is the leader of ? When and how did he or she become leader?

How was the leader of the country chosen? Do you think it was fair or unfair?

If elections are held, how often are they?

What was the most important event that happened in 's history? Why was it important?

Who is the head of the regional governments (like our states)? How are they chosen?

How is the leader of like our president? How are the two leaders unlike each other?

What type of relationship does have with other countries of the world? Please explain.

Legal: Are there any laws for the following (yes/no):

* 1. consumer laws; these are designed to protect customers against unfair practices such as misleading descriptions of the product?

Describe:

* 1. competition laws; these are aimed at protecting small firms against bullying by larger firms and ensuring customers are not exploited by firms with monopoly power?

Describe:

* 1. employment laws; these cover areas such as redundancy, dismissal, working hours and minimum wages. They aim to protect employees against the abuse of power by managers?

Describe:

* 1. health and safety legislation; these laws are aimed at ensuring the workplace is as safe as is reasonably practical. They cover issues such as training, reporting accidents and the appropriate provision of safety equipment?

Describe:

What are your legal obligations (licenses, etc.) for doing business in ?

1. **Economics:** What is the amount of the national debt?

What is the unemployment rate?

What is the GDP?

Do you think the economy of is generally healthy or unhealthy? Explain why.

What is the major economic problem in ? What are the causes of this problem?

If you exchanged money from your home country, would you get more or less value? What is the exchange rate?

Tell about the different types of money used in . What does it look like?

Whose picture is on it?

1. **Socio-Cultural:**

What is the national language of ?

What other languages are spoken there?

What are the 3 main holidays celebrated in ? What is the reason for the celebration? How do the people celebrate?

Describe two customs in you need to be aware of to do business there.

What are some of the most popular sports played in \_\_\_\_\_\_\_?

What percentage of the people is literate (can read and write)? What percentage is college-educated?

How are the various ethnic groups different from each other? Do they live together in peace? Explain why or why not.

What are some popular foods in your country?

Choose **two** different people from you would most like to meet and explain why (these people can be famous or just a member of an ethnic, religious, or political group).

**Environmental:** In what direction (north, south, east, or west) would you have to travel to get from your home to your country?

On which continent is your country located?

Are the cities located in mainly one region, or are they scattered across all regions?

Where in your country is the capital city located? Why was it chosen as the capital?

Where does \_\_\_\_\_\_\_\_\_ get its drinking water? Is there a large supply or short supply?

What kinds of natural resources does your country have? What are they used for?

What are the main agricultural crops grown in your country?

What animals and plants grow naturally in ? Name what type of forests, if any, plants grown for crops, animals grown for food, and wild animals.

Is there a governmental agency similar to our EPA? Are there environmental agencies to protect the environment?

What environmental concern does have? (pollution, etc.)

1. **Technological:** Has your country had any technological breakthroughs? If yes, what?

Is your country capable of technological advancement (does their infrastructure handle cellphones, digital tv, etc?)

Does your country rely on other countries for technology?

**The following are websites to assist in your research:**

* [**www.executiveplanet.com**](http://www.executiveplanet.com)
* [**https://www.cia.gov/library/publications/the-world-factbook/index.html**](https://www.cia.gov/library/publications/the-world-factbook/index.html)
* [**http://www.gatt.org/**](http://www.gatt.org/)
* [**www.lonelyplanet.com**](http://www.lonelyplanet.com)

You may also choose to go to the country’s American Embassy website