

$$\frac{9}{10} + \frac{7.75}{10} + \frac{7.75}{10} + \frac{9}{10} + \frac{4}{10} = \frac{\quad}{50}$$

There are many factors that go into conducting business in Brazil. In order to operate a successful business you must conduct a lot of economic research. Brazil has a free market economy. Free market is when prices are determined by unrestricted competition between privately owned businesses. There are many advantages to a free market economy. A free market economy contributes to economic freedom and transparency, <sup>while also ensuring</sup> it ensures competitive markets. Also consumers voices are heard, because their decisions determine what products and services are in demand. Supply and demand creates competition, which helps make sure that the best goods and services are given to consumers at a lower price. ~~A free market economy also has some negatives. The economy could be more vulnerable to a crash due to a lack of governmental control.~~

There are many things that can impact ~~have an impact on~~ an economy. ~~These economic~~ <sup>Spell out</sup> ~~impactors happen in every country.~~ For Brazil some of these impactors include GDP per capita, exports, imports, inflation rate, and the unemployment rate. Brazil's GDP per capita as of 2015 is \$15,600, <sup>Comparatively the</sup> ~~The~~ United States is \$55,800. GDP per capita is a measure of the total output of a country that takes gross domestic product and divides it by the number of people in the country. Brazil's exports as of 2015 were worth \$189.1 billion, <sup>with their main</sup> ~~these exports include~~ <sup>including</sup> transport equipment, iron ore, soybeans, footwear, coffee, automobiles. Brazil exports goods to China 18.6%, US 12.7%, Argentina 6.7%, Netherlands 5.3%. <sup>Mainly</sup> ~~America's exports as of 2015 are worth \$1.598~~ trillion] Brazil's imports as of 2015 are worth \$174.2 billion these imports include machinery, electrical and transport equipment, chemical products, oil, automotive parts, electronics. Brazil's imports partners as of 2015 include China 17.9%, US 15.6%, Germany 6.1%, Argentina 6%. <sup>Maybe focus on just USA</sup> ~~America's imports as of 2015 were worth \$2.347 trillion. The inflation rate for Brazil as of 2015~~

Just of Brazil ←

Would Only Include If AFFECTS You.

is 9% for the US it is 0.1%. The unemployment rate for Brazil as of 2015 is 6.4% compared to the US which is 5.2%.

Explains importance of comparison or Don't include.

Foreign direct investment is a controlling ownership in a business enterprise in one country by an entity based in another country. The level of foreign direct investment at home is \$820.5 billion as of 2015 for Brazil. The level abroad is \$333.1 billion. ~~this means that~~ Brazil has invested money in business in other countries less than other countries have invested in Brazil.

*is seen as An ATTRACTIVE MARKET AS ITS FDI continues to grow.*

~~America's FDI in 2015 is \$3.116 trillion at home and \$5.191 trillion abroad.~~

Part A #2

Another huge aspect of conducting business in another country is government. The government in Brazil is a democracy. They are also a federal presidential republic this means that the leader of Brazil is a president who is elected by the people. The next presidential election for Brazil will be in 2018. The current president of Brazil is Michel Temer. Elections in Brazil are similar to the United States, Brazil elects on the national level a head of state (the president) and a legislature. The president is elected to a four-year term by absolute majority vote through a two-round system. They also have a national congress which has two chambers. Political pressure groups in Brazil include Landless Workers' Movement or MST, industrial federations; labor unions and federations; large farmers' associations; religious groups including evangelical Christian churches and the Catholic Church.

In order to have a successful nation one thing is key, political stability. Brazil has *strong* political stability. (From the people being able to have a say in their democratic presidential republic, to the president being elected by a majority vote, and the president also has a term limit. All of these things contribute to having political stability) Another aspect of political stability is corruption. Corruption in Brazil is the same as the US, politicians occasionally take bribes from big corporations like the oil industry. Brazil has not always been a democracy. From 1500 to

Nature of A Democracy lends itself to stronger stability

Aurian Bayat and Steven Alban RD *exists but Minimal*

1889, the land was either a Portuguese colony or a monarchical empire. While it established a representative government in 1889, Brazil would shelve democracy again in 1964. The military controlled the government until 1985, allowing democratic elections once again in 1989. The level of political stability as of 2014 is -0.01.

Trade can have a huge impact on business in a country. So ~~how the government controls trade is a big deal.~~ Brazil has not submitted an ICJ jurisdiction declaration; accepts ICCt jurisdiction. The International Court of Justice (ICJ) is the principal judicial organ of the United Nations. Brazil's overall economic freedom score is 57.9 out of 100, making its economy the 99th freest of 179 countries in the 2012 Index. Brazil's balance of trades, exports last- 15790.00, previous- 16989.09.

Incomplete  
Re word

Brazil has a 61.4% level of business freedom in 2016 <sup>Making it</sup> which is considered moderately free. <sup>Which is a strong improvement compared to recent years.</sup> However the level of business freedom would have been categorized as mostly unfree in the years 2006-2015. But in the years 1997-2005 it would have been described as moderately free. ~~The level of business freedom is looking to rise back to being moderately free in the future. But in the current time you could somewhat easily start a new business in Brazil.~~

A  
#3

When locating a new business in different country you must familiarize yourself with the laws that could end up affecting your product. Some agencies that can affect <sup>our</sup> your business in Brazil are ANATEL (National Agency for Telecommunications) inaugurated in 1997 and ANEEL (National Agency for Electric Power) inaugurated in 1996.

How do they impact?

Every country has <sup>a</sup> their set of labor laws that <sup>shapes</sup> could end up altering the level of business productivity, Brazil is no different. Labor market is an added layer of regulatory burdens on the country's private sector these regulations negatively impact the ability for Brazil to excel in ~~levels of economic freedom.~~ Brazil's labor freedom score falls in the bottom half of the world

Why?

rankings. ~~Brazil also has laws on Trade.~~ According to the World Bank, Brazil's average trade-weighted tariff rate in 2009 and 2010 was 8.7 percent [Increasing the level of dependency on non-tariff barriers and anti-dumping measures is concerning] September 2011, Brazil placed an anti-dumping tax on steel products from China, one of its closest trade partners. Import bans and restrictions, ~~market~~ access barriers in services, border taxes and fees, restrictive regulatory and licensing rules, subsidies, complex customs procedures, and problematic protection of intellectual property rights add to the cost of trade.

→ Reward

} Limit List

Good Info, Just Too Much

Part B #1

Brazil is a country that is around the tropical zones and most of it's areas in the country are dry and warm, it has all year round temperatures that rarely get lower than 68 degrees, aside from the mountains and southern regions of the country. It is a flat land country at which no highlands exceed 3000m, ~~and~~ 60% of the country is a plateau, and the remainder consists of plains. Brazil's natural resources consist of iron ore, manganese nickel, granite, tin, gold, platinum, and uranium that can help us create the product. Brazil's main natural hazards are floods and mudslides (and this could impact our company in a good and bad way since the floods cause an increase in water and the water out in the streets could be purified and used to drink that will cause the increase of our products necessity.) ~~But the floods and mudslides make customers want to leave the country because of such devastating natural hazards that kill a lot of citizens in the country.~~

Reward As Just Positive

<sup>(increase .9%)</sup>  
is A growing country with a an of and a  
Brazil's demographics; the median age is 32.4 years, the infant mortality rate is 18.60, the birth rate is 1.81 per women, and the population growth rate is 0.9%. The ethnic groups are white 47.7%, mulatto (mixed white and black) 43.1%, black 7.6%, Asian 1.1%, indigenous 0.4%.

consist of primarily

There are 5 social classes; social class A is the elite brazilian society with a monthly income of

} Make into chart

Income Aurian Bayat and Steven Alban RD

Distribution is Not Evenly Spread Out In Brazil : 1/3  
Social Class System Reinforces that

\$3,800. Class B have a good living in highly respected professions with a monthly income of \$1,875-\$3,800. Class C is the largest segment of Brazil's population with a monthly income of \$720-\$1,875. Class D are people who have failed to receive a high school diploma and have blue collar jobs with an income of \$360-\$720. Class E are the people who receive minimum wage and have a high rate of illiteracy and receive a monthly income of \$360. In Brazil 16.2 million people live below the poverty line.

*In Brazil*

The communication style is informal. Brazilians favor direct eye contact ~~over indirect~~.

*and are extremely Social. Friendly.*

When it comes to greeting <sup>in</sup> Men shake hands with one another. A Man and Woman can shake hands or share a kiss on the cheek. Women usually share kisses when they greet. ~~The religious beliefs in Brazil are~~ *Brazil is largely Religious with* Roman Catholic 80%. Protestant 15%. 5% consists of Buddhism, Judaism,

Shinto, Islam, Candomble, and a variety of offshoots of Christianity. ~~Giving a gift is not necessary during a first business meeting. Avoid giving anything purple or black as these are mourning colors. Gifts of knives, scissors, or letter openers are interpreted as the severing of a close bond. Handkerchiefs are also associated with funerals, so avoid giving them. Men wear conservative, dark colored business suits. Three-piece suits typically indicate that someone is an executive. Women wear suits or dresses that are elegant and feminine with good quality accessories, and manicures are expected. Brazil is a high context culture country.~~

*How Does this Impact Business?*

*explain of Take out*

*A Competitive Advantage For us is that our*  
~~Our economy will encounter advantages since the product is so light that we are able to transport higher amounts of the product at a lower price. It only weighs 2oz and is the lightest of filtering water on the go. The lifestraw is built with plastic and can be produced in Brazil since there are no necessary resources that are needed from other countries. Other~~

*and easy to transport.*

*weight*  
*consists of only*  
*Relatively easy.*  
~~advantages that we have is that the product can basically be used for anything that involves with Aurian Bayat and Steven Alban RD~~

*Involving*

Move to  
Geography  
Paragraph

~~water and the use to purify it so it can become drinkable.~~ Brazil consists of many mountains which means there are many people who will climb the mountain and on their trail they will find dirty water and can use the lifestraw to purify it and make it drinkable.

B  
#2

Brazil is a good country to put the business because it is the eighth largest economy in the world and is ~~soon to expand more and become a larger economy.~~ <sup>expanding</sup> ~~becoming its economy.~~ <sup>becoming its economy.</sup> Brazil and the United States are great trading partners that have great communication which is benefiting Brazil. The country's climate helps our company because of the the tropical temperature ~~causes the citizens to grow in thirst and want to drink clear water and especially for the people who live in the poor rural areas near the dirty salty water and they could use our product to filter the water and be able to drink it.~~ <sup>and Need for Pure Water</sup>

Already  
Have  
A Strong  
Trading  
Relationship

Need Documentation  
To Start Business  
or  
Export.

Rubric Grading Scale for Each Section

Group: Alicia ; Steven

Alicia ; Steven

IBP: Brazil

Brazil

<p>Section II, Part A                      A. Economic, political and legal analysis of the trading country</p> <p>Sources:                      CIA World Factbook: Economy                      The Global Economy                      Heritage Foundation                      Doing Business In: <a href="http://www.doingbusiness.org/">http://www.doingbusiness.org/</a>                      Export.gov <a href="http://export.gov/worldwide_us/index.asp">http://export.gov/worldwide_us/index.asp</a></p>	<p>Examples of Economic Impactors:</p> <p>GDP                      Labor Force                      Human Development                      Public Debt                      Taxes &amp; Other Revenue                      Exports                      Imports                      Industrial Production Growth Rate (for manufacturing businesses)</p>	<p>GDP/Per Capita                      Labor Force by Occupation                      Population below poverty line                      Inflation Rate                      Exchange Rates                      Exports – Commodities                      Import – Partners                      Import – Partners (for manufacturing businesses)</p>	<p>Industries that are prevalent in your IBP Country                      Household Income or consumption by % share                      Distribution of Family Income                      Market Value of Publicly Traded Stocks                      Commercial Bank Primary Lending Rate</p>
	<p><b>A Grade</b>                      (Formal: 13.5 - 15 pts)</p>		<p><b>D/F Point Grade</b>                      (Formal: Below 10.5 pts)</p>
<p>Economic System</p>	<p>Type of Economic System Used in IBP Country is Stated                      An understanding of what that type of economic system means is displayed                      Advantages / disadvantages of operating in this type of economic system are given</p>	<p>Type of economic system is stated but not explained.                      Limited amount of advantages &amp; disadvantages given</p>	<p>Type of economic system is copied from internet with no understanding of what it means given                      No advantages / disadvantages of system provided</p>
<p><i>Inflation = 9%                      Unemployment = 6.4%                      Economic Impactors</i>  <i>Brazil GDP/Capita - 15,600</i></p>	<p>Multiple Economic Impactors are stated with supporting evidence as to why those impactors matter given.                      GDP/capita is included                      Comparisons to IBP Country &amp; USA are given so that reader understands context better.</p>	<p>Only a couple Economic Impactors are provided                      Economic impactors provided are not explained in depth &amp; limited evidence relating to why they are important to your IBP country is given</p>	<p>Minimal to no economic impactors are provided.                      Paper does not explain economic factors that affect a foreign company expanding to their IBP market                      Facts are given to fill space with no understanding of their impact</p>
<p>Level of Foreign Direct Investment</p>	<p>Level of FDI is given (Market Overview: Export.gov)                      Stock of FDI at home &amp; abroad is stated &amp; explained                      Comparison to the USA is given                      Reasons as to why your FDI Level are important are given/explained                      Economic Globalization</p>	<p>FDI – Home is stated                      Limited explanation is given as to what that level means                      Paper doesn't make comparisons between IBP country &amp; other major markets</p>	<p>FDI is either unstated, inaccurate, or unexplained.                      Student displays minimal to no understanding of FDI concept.</p>
<p>Total Grade</p>	<p>Rough Draft Turned in on Time</p>	<p>Due Date: <u>October 25, 2016</u></p>	<p>Yes No Turned in late on: /10 pts</p>
		<p>*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.</p>	

4.2 Key Terms / Concepts from Textbook:

- You are responsible for taking notes on the four economic systems stated (Market, Mixed, Planned, & Traditional)
- Key Terms: Political Economy, Concept of Economic Integration, Customs Union, Common Market, FTA
- Need to know Free Trade Agreements: NAFTA (Pros/Cons), COMESA, CACM, ASEAN, CARICOM, CAFTA, FTAA (Pros / Cons)

**Section II Part A**

**2. Describe the trading country's governmental structure and stability, how the government controls trade and private business**

Sources:  
 CIA World Factbook: Government  
 The Global Economy (GE) <http://www.theglobaleconomy.com/>  
 The Heritage Foundation (HF) <http://www.heritage.org/index/>

	<b>A Grade</b> (Formal: 18 -- 20 pts)	<b>B/C Grade</b> (Formal: 14 – 17.9 pts)	<b>D/F Point Grade</b> (Formal: Below 14 pts)
<b>Government Structure</b>	<ul style="list-style-type: none"> <li>Type of Government that controls country is stated &amp; explained                      Example: The USA is a Federal Republic with a strong Democratic tradition.</li> <li>Political Pressure Groups &amp; Leaders</li> <li>Who is the head of your IBP government</li> <li>Elections / Appointment Process is explained</li> </ul>	<ul style="list-style-type: none"> <li>Type of Government that controls country is stated but not explained</li> <li>Current political regime is not listed</li> <li>No background information into how your IBP country structures its political process is explained.</li> </ul>	<ul style="list-style-type: none"> <li>Type of political system is only listed, no detail</li> <li>No current or background information relating to the current type of government is given</li> </ul>
<b>Government Stability</b>	<ul style="list-style-type: none"> <li>Example: Presidents in the United States are elected to 4 year terms with a max of 8 years in which they can serve.</li> <li>An overview of the last 50 years is given. Any major changes to how that country operates (Russia switching from Communist to</li> <li>Level of corruption is documented / explained</li> <li>Level of Political Risk is given &amp; a comparison to previous years; as well as, other countries is documented.</li> <li>Level of Political Stability (GE)</li> </ul>	<ul style="list-style-type: none"> <li>Government stability is hinted at but not explained. Example would be stating that presidents are elected every 4 years in the USA but no timeframe for how long that system has existed is given.</li> <li>No examples or acknowledgement of recent history is provided</li> <li>Corruption stats are given but no supporting evidence or world rankings given to add clarity</li> <li>Level of Political risk is only stated</li> </ul>	<ul style="list-style-type: none"> <li>No stats or evidence is given explaining how controlling the government is in regards to how that country conducts trade</li> <li>Paper displays a very limited or inconclusive portrayal of government when it comes to its stance on trade</li> </ul>
<b>Government control over trade</b>	<ul style="list-style-type: none"> <li>International organization participation (CIA)</li> <li>Political Globalization (GE)</li> <li>Level of government involvement relating to free trade is given(HF)</li> <li>Trade Balance (Export)</li> </ul>	<ul style="list-style-type: none"> <li>How active &amp; supportive the government is in regards to free trade is stated but no evidence is provided to prove statement try</li> <li>Level of globalization is not mentioned or explained</li> </ul>	<ul style="list-style-type: none"> <li>Paper only briefly discusses governments role in business</li> <li>Paper lacks statistical evidence &amp; analysis</li> <li>No supportive evidence is given to prove how that government regulates private business.</li> </ul>
<b>Government control over private business</b>	<ul style="list-style-type: none"> <li>Level of Business Freedom (Taxes &amp; Process to start a business)</li> <li>From reading this section the viewer has a clear understanding of how your IBP country views privatization of business.</li> <li>Research State Owned Enterprise for ideas.</li> <li>Ex: Are privately owned industries, companies, corporations encouraged or are they state owned.</li> </ul>	<ul style="list-style-type: none"> <li>Level of Business Freedom is not discussed</li> <li>A vague understanding of how government regulates private business is given with little understanding of how it impacts their product/company specifically</li> </ul>	

<b>Total Grade</b>			
	Due Date: <u>October 25, 2016</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Turned in late on: _____ /10 pts	
<b>Rough Draft Turned in on Time</b>	*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.		



- **Key Concepts from book:** Be able to compare & contrast the four main types of political systems: Democracy, Republic One-Party States, & Theocracy.
- Be able to compare & contrast Statutory & Case Law. Understand the Importance of Contract Law when conducting business overseas.
- Political Systems, Political Risk, Political Economic Movement, Corruption & Which Countries have high/low levels of it, Sustainability, & Kyoto Protocol

**Section II Part A**

3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (U.S.A. and/or Canada and foreign)]

Sources: <a href="http://www.heritage.org/index/">http://www.heritage.org/index/</a> <b>List of FTA's</b> Asia: <a href="https://aric.adb.org/fta-country">https://aric.adb.org/fta-country</a> USA: <a href="https://ustr.gov/trade-agreements/free-trade-agreements">https://ustr.gov/trade-agreements/free-trade-agreements</a> Agencies: <a href="https://en.wikipedia.org/wiki/State-owned_enterprise">https://en.wikipedia.org/wiki/State-owned_enterprise</a>	<b>A Grade</b> <b>(Formal: 13.5 – 15 pts)</b>	<b>B/C Grade</b> <b>(Formal: 10.5 - 13.49)</b>	<b>D/F Point Grade</b> <b>(Formal: Below 10.5)</b>
<p><b>Laws &amp;/or Govt. Agencies that Impact your product</b></p> <p><i>Anabel Anael</i></p>	<ul style="list-style-type: none"> <li>• Paper provides an overview of agencies that impact a company / product in their IBP Country. At least two agencies are referenced. Example: Federal Trade Commission in the USA</li> </ul>	<ul style="list-style-type: none"> <li>• Paper provides a very limited scope of agencies that impact a product traveling overseas</li> <li>• Only agencies are mentioned with no real detail has to how they operate given.</li> </ul>	<ul style="list-style-type: none"> <li>• No government agencies impacting your IBP country are stated</li> <li>• An overview of laws that limit or restrict businesses in your IBP country are not provided</li> </ul>
<p><b>Labor Laws</b></p>	<ul style="list-style-type: none"> <li>• Labor Freedom (Heritage &amp; Global)</li> <li>• Regulatory Efficiency (Heritage)</li> </ul>	<ul style="list-style-type: none"> <li>• Labor laws that impact the workforce are stated but not explained. A vague understanding of how that law impacts a business is provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Labor laws are listed but only minimally explained or not listed at all</li> </ul>
<p><b>Trade Laws</b></p>	<ul style="list-style-type: none"> <li>• Trade Freedom: Actual score, world ranking, &amp; Comparison to the United States</li> <li>• Open Market Description (Heritage)</li> <li>• Free Trade Agreements (ABD)</li> </ul>	<ul style="list-style-type: none"> <li>• Only trade agreements are listed.</li> <li>• Limited understanding of how trade laws impact imports &amp; exports</li> </ul>	<ul style="list-style-type: none"> <li>• No trade laws or agreements are referenced</li> <li>• Paper does not provide a basic understanding of how trade impacts your IBP Proposition</li> </ul>
<p><b>Total Grade</b></p>			
<p>Rough Draft Turned in on Time</p>	<p>Due Date: <u>October 25, 2016</u> Yes</p>	<p>No Turned in late on: _____</p>	<p>_____/10 pts</p>
<p><i>*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.</i></p>			

**Key Terms from 4.1**

- Compare & Contrast Developed Countries (First World), Newly Industrialized Countries (Second World), & Developing Countries (Third World)
- Income Distribution Terms & Concepts: Lorenz Curve, Line of Absolute Equality, Line of Absolute Inequality, & Education (2 things education suggests)
- Population Concepts: Population Pyramid, Social Class, & Class Mobility

Source(s): CIA World Factbook: People & Mobility Section

**Section II Part B: Trade area and cultural analysis**

1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service

	<b>A Grade</b> (Formal: 13.5 – 15 pts)	<b>B/C Grade</b> (Formal: 10.5 - 13.49)	<b>D/F Point Grade</b> (Formal: Below 10.5)
<b>Geographic Information</b>	<ul style="list-style-type: none"> <li>Climate, Terrain, Natural Resources, Natural Hazards that may affect your company, &amp; environment.</li> <li>Information relating to transportation of goods: airport, rail port, &amp; trucking stated &amp; explained</li> <li>Population pyramid is broken down so that the most largely populated groups are identified &amp; targeted (Gender/Age)</li> <li>Median Age</li> <li>Infant Mortality Rate</li> <li>Birth Rate</li> <li>Population growth rate</li> <li>Ethnic groups with corresponding %'s (race)</li> <li>Education Attainment (Education)</li> <li>Social Class with average median income</li> <li>% living below the poverty line</li> </ul>	<ul style="list-style-type: none"> <li>Factors associated with geography are listed but their value is not explained</li> <li>Limited to No discussion of how transportation is impacted given</li> </ul>	<ul style="list-style-type: none"> <li>Geographical information is limited with factors that have no real value to your IBP country stated</li> </ul>
<b>Demographic Information</b>	<ul style="list-style-type: none"> <li>Communication: Verbal &amp; Nonverbal</li> <li>Gift Giving v. Bribery</li> <li>Fashion / Dress</li> <li>Manners, Attitudes, Values</li> <li>Meeting basics / Negotiation Norms</li> <li>Religion</li> </ul>	<ul style="list-style-type: none"> <li>Only the largest population groups are identified</li> <li>No method of distinction between gender groups</li> <li>Factors such as median age &amp; birth rate are not provided</li> <li>Growth rate of population is stated as a statistic but its relevance is not explained</li> <li>Levels of income are either not provided or only hinted at</li> <li>Levels of education are not clear</li> <li>Some cultural traditions are given but not enough to provide an in-depth understanding of how that country functions.</li> <li>No customs / traditions are mentioned that related directly to the workplace</li> <li>Breakdown of religion is given but little to no explanation is given</li> </ul>	<ul style="list-style-type: none"> <li>Limited discussion of population factors given.</li> <li>Example: Reader may see a picture of a population pyramid with no explanation of that pyramid given</li> <li>Factors such as income, age, &amp; education levels are missing or given in estimates</li> <li>No breakdown of gender differentiated given</li> <li>Very little reference to customs &amp; traditions is provided</li> <li>The overall attitude &amp; values of the country are either limited in scope or missing altogether</li> <li>Religion is only mentioned as a factor but not explained</li> </ul>
<b>Important Customs &amp; Traditions</b>	<ul style="list-style-type: none"> <li>Geert Hofstede's Model</li> <li>High or Low Context Culture</li> </ul>	<ul style="list-style-type: none"> <li>Hofstede's model is given in picture format with no explanation provided as to what it means</li> </ul>	<ul style="list-style-type: none"> <li>Limited to no added information given relating to your IBP country's culture</li> </ul>
<b>Pertinent Cultural Information</b>	<ul style="list-style-type: none"> <li>Advantages &amp;/or disadvantages your company will encounter are clearly stated. With supporting evidence given</li> <li>Examples of Advantages: American Made Brand, Lower Costs, Fulfills market need</li> <li>Examples of Disadvantages: Added costs, transportation delays, government influence, etc..</li> </ul>	<ul style="list-style-type: none"> <li>Advantages &amp;/or disadvantages your company will encounter are clearly stated. Limited supportive evidence provided</li> </ul>	<ul style="list-style-type: none"> <li>Competitive advantages &amp; disadvantages are hinted at but not clearly stated as such.</li> <li>No evidence or statistical data is given explaining advantages that exist.</li> </ul>
<b>Competitive Advantages &amp; Disadvantages</b>	<p><b>Total Grade</b> _____ /10 pts</p>		
<b>Rough Draft Turned in on Time</b>	<p>Due Date: <u>October 25, 2016</u> Yes</p>	<p>No</p>	<p>Turned in late on: _____</p>
<p><i>*Informal / Effort Grade: Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.</i></p>			

**Action II Part B: Trade area and cultural analysis**

2. Analysis of the potential location—importance and requirements of each trade document required by the U.S.A. and/or Canada and the country of choice (Export & Import Documentation (GE))

<p>Helpful Sites:  <a href="http://www.theglobaleconomy.com/">http://www.theglobaleconomy.com/</a>                      (Other Indicators Sections)</p>	<p><b>A Grade</b>                      (Formal: 13.5 – 15 pts)</p>	<p><b>B/C Grade</b>                      (Formal: 10.5 - 13.49)</p>	<p><b>D/F Point Grade</b>                      (Formal: Below 10.5)</p>
<p><b>Analysis of the Potential Location:</b>  <a href="http://www.doingbusiness.org/rankings">http://www.doingbusiness.org/rankings</a></p> <p><b>Doing Business in IBP Name Example: Germany:</b>                      Country Commercial Guide  <a href="http://www.export.gov/cog/index.asp">http://www.export.gov/cog/index.asp</a></p>	<ul style="list-style-type: none"> <li>The selection of your IBP country is proven effective based on statements made in this section</li> <li>Examples of information that could be presented in this section include:                              Country is geographically in a good region for transportation (airport or seaport nearby), climate assists with need/production of product, there is an adequate level of capable employees available, etc..</li> <li>Trade between your IBP country and the United States is easy &amp; encouraged</li> <li>Paperwork required for trade is minimal or easy to complete.</li> </ul>	<ul style="list-style-type: none"> <li>The selection of your IBP country is proven effective</li> <li>Factors associated with the potential of your IBP Country's location are stated and explained but only 1 or 2 reasons are given to support.</li> </ul>	<ul style="list-style-type: none"> <li>The selection of your IBP country seems viable but a clear rationale for how the actual location of your country is beneficial is not given.</li> <li>Supporting evidence of location selection is minimal to none.</li> </ul>
<p><b>Required Trade Documentation between IBP Country &amp; United States</b></p> <p><b>Common Trade Documents:</b>  <a href="http://www.export.gov/logistics/leg_main_018121.asp">http://www.export.gov/logistics/leg_main_018121.asp</a>                      Bill of Lading (B/L), Airway Bill (AWB), Certificate of Origin, Certificate of Content, Letter of Credit (LC), &amp; Insurance Policy Certificate</p> <p><b>American Free Trade Agreements:</b>  <a href="http://www.export.gov/FTA/index.asp">http://www.export.gov/FTA/index.asp</a></p>	<ul style="list-style-type: none"> <li>Specific trade documents between your IBP country and the United States are referenced if applicable</li> <li>Whatever paperwork a company would need to transport items from the United States to your IBP country are given &amp; explained.</li> </ul>	<ul style="list-style-type: none"> <li>Only 1 or 2 examples of trade documents are given and purpose of such document is explained.</li> <li>Paper does a good job explaining the form needed, why it is needed, and how it is used; however, it only does that for 1 or 2 forms of documentation.</li> </ul>	<ul style="list-style-type: none"> <li>No mention of trade documentation or a very generic attempt at trade documentation is presented.</li> <li>Example would be paper simply states a certificate of origin and bill of lading would be required.</li> </ul>
<p><b>Rough Draft Turned in on Time</b></p> <p><b>Total Grade</b></p>	<p>Due Date: <u>October 25, 2016</u>    Yes    No    Turned in late on: _____ /10 pts</p> <p><i>*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.</i></p>		

Comments: