**A. Economic, political and legal analysis of the trading country
1. Describe the trading country’s economic system, economic information important to your proposed business/ product/service, the level of foreign investment in that country**

Switzerland's economic system is very strong as in open to trading making its economy the 5th freest based on the 2015 Index. Our product would be able to enter the market in Switzerland because it is open to trade and acceptance. The level of foreign investment in Switzerland is very high because marketers chose to market and invest in this country based on the freedom a marketer has in Switzerland.

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

Switzerland is one of the countries with the highest contribution of the foreign trade in which it may be called one of the "industrialized countries". Switzerland is very open to trade and the government of Switzerland regulates products coming in but it does not have embargoes with many countries.

**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)]**

Some governmental agencies in Switzerland that can affect foreign trade are governmental organizations such as PolyReg which regulates Peoples and business legal entities.

**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**

Our product may have an advantage on an important custom or behavior of most people in Switzerland because it causes people to be more active in order to use our product. Our product is an advantage for the Swiss people.

**2. Market segment analysis target market (age, income level, population estimate, other specific demographic and economic information) customer buying behavior related to the proposed product and or service**

Our target market for our product and the Swiss people are that they can be all ages, low income/ no credit requires because of the affordable price, they must have an active lifestyle in order to use it. A buying behavior or motive of purchasing our product is it may cause a healthier lifestyle which is a psychographic based segmentation.

**3. 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**

In order for America and Switzerland to trade the importance of a trade document or requirements are so that the beliefs and cultures are not infringed in the trade country based on product advertising and marketing techniques.
III. PROBLEM List the top three problems your product/service is addressing.
3 problems that our product is addressing are trading agreements with the US and Switzerland, Cultural differences in the difference of US and Switzerland , Language barrier between US and Switzerland