I.ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION

 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**

England’s economy is one of the biggest economies of the world. Being a mixed economy, there is active contribution from both the private as well as the government sector. However, amidst a largely capitalistic outlook, England retains the social welfare focus and leads the world in aerospace, arms and the manufacturing segment of the software industry.

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

The Parliament of the United Kingdom is a bicameral body that consists of the House of Lords, which is filled not by election but by appointment. There are several types of membership in the House of Lords, including appointments on the basis of ecclesiastical service in the Church of England, hereditary titling and political appointment by the queen on the recommendation of the prime minister. Members of the House of Commons gain their seats through popular vote, and it is through this indirect method that the citizenry has control over who becomes prime minister.

**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)]**

 Free trade agreement between USA and England

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

England is a country in the British Isles bordering Scotland and Wales, England comprises most of the central and southern two-thirds of the island of Great Britain, in addition to a number of small islands of which the largest is the Isle of Wight. England has a moderate climate with temperatures typically ranging from about freezing to 75 degrees Fahrenheit. England also gets considerable rain, because it is almost always raining there we chose to bring over a product that is needed by the general population and something that is useful for all age groups and genders

**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**

Age: 18-31

Income Level: $60,500+

Population Estimate: 53.01 million

Demographic: Mostly teenage girls or people who hike

Buying behavior: March-May is “boot season” when people buy their boots

**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**

 Somewhere that fits our demographic and age range as well as income level

III. PROBLEM List the top three problems your product/service is addressing.

1. Fashionable boots that match outfits rather than clash
2. Waterproof hiking boots
3. Laced boots that are multifunctional