

$\frac{10}{10}$      $\frac{10}{20}$      $\frac{5}{10}$      $\frac{8.75}{10}$      $\frac{0}{10}$

Loss of Good Info  
 But Would Focus  
 On Only Things  
 That Will Really  
 Impact You Directly  
 At A High Level.

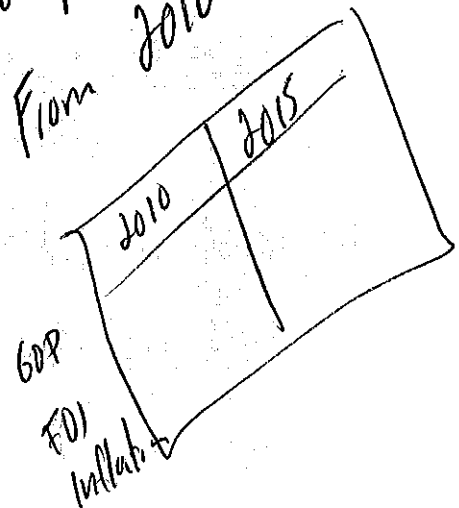
**II. Analysis of the international business situation**

**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

South Korea's economic system is a market economy. Regarding investment and distribution based on supply and demand, a market economy allows the majority of decisions to have a direct impact on the consumer. Also, the prices of goods and services are determined by a free price system. Some advantages of a market economy is it focuses on meeting the demands of the consumer and competition thrive to keep consumer prices low. ~~However, market economies tend to be less stable and monopolistic corporations may control entire industries, dictating the rest of the industry. Also, market economies tend to create a rather large disparity in income between the rich and poor.~~ South Korea had a GDP of \$1.489 trillion dollars in 2015, which is a sign of economic growth coming from its previous GDP of \$561.1 billion dollars in 2000. ~~The United States has a GDP of about \$16 trillion dollars, making it one of the most productive nations in the world.~~ The current GDP per capita in South Korea is about \$36,000 dollars in their population of 50 million people, while the GDP per capita in the United States is \$51,000 dollars in the population of 320 million people. The GDP of a nation reflects how productive the economy is and how much the industries that the nation does well in are worth. South Korea's inflation rate used to be 1.3% in 2014 but the inflation lowered down .7% in 2015, showing that the economy has stabilized quickly and is rapidly developing, being a prime time to contribute to the economy via an outsourcing business. ~~The United States had an inflation rate of 1.6% in 2014 and brought it down to 1% in 2015, indicating the growth of American economy.~~ Lastly, another large economic impactor is the size of the labor force. About 31 million people (63% of population) consist of South Korea's overall labor population which is more than half the total population, ~~which seems suitable of supporting those who are not included in the labor force like the elderly and young children. In the United States, the labor force constitutes of about 215 million people (67% of the population) adequately supporting the ratio of the population that is dependent on the laborers.~~ The foreign direct investment in South Korea was \$30 billion dollars in 2010, indicating how much money foreign nations invested in the economy and companies within South Korea. That number has increased substantially to \$191.3 billion dollars in 2015, showing that foreign nations are taking more and more of an interest in the wealth that South Korea has to offer. ~~In comparison, the United States has a foreign direct investment of \$206 billion dollars in 2010 and grew to above \$320 billion dollars in 2015.~~ The larger the FDI is, the stronger the economy seems to be, assisting in further progressing their success. South Korea has been successful in attracting multiple foreign investments due to its universal industries and its booming economy. Globalization is a huge aspect of guaranteeing monetary success. Globalization allows for countries to specialize so the desires of consumers are not restricted to their geographical locations. It also tends to create a universal culture, making mass markets more approachable.

Maybe Make A  
 Comparison Chart  
 From 2010



9.5 / 10 } Would Go For More Concise

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

South Korea is a presidential republic, meaning that the people vote a politician as president and they have representation from their respective districts to be their "presence" in parliament. The South Korea's current president is Park Geun-hye, the first female president in South Korea, showing how progressive of a society they are. Elections are held at the local level in a strict democratic vote and political positions can be held for a 5 year term. The national assembly is arranged and decided through these local elections and are chosen by popular vote. ~~Those that the people have elected are to respective parties and hail from one of the 3 major party systems.~~

The overall stability of the South Korean government has gotten significantly better over the last 50 years, ~~however the country was in quite a crisis in the Korean War in 1953.~~ South Korea used to be in unification with its communist, northern neighbor. The separation has allowed for South Korea to pursue democracy, under the influence of the United States. South Korea is ~~the~~ 37th in terms of corruption, meaning that corruption is still present in throughout government affairs, but those are practical especially in regards to North Korea being a very close enemy. Luckily, South Korea's political risk factor is 1, at the lowest place, giving businesses the necessary confirmation that stirring any political issues will be not be likely in the nation. South Korea has had such a low risk score since 1995, where its spring into modernism is most precedent. ~~The United States also shares the same low risk score of one, showing its overall status politically.~~ South Korea has been rated #2 in overall political stability (GE rank), making businesses confident in the political structure.

South Korea has participation in the multiple international organizations that help maintain its globalized status. A few of their most important organizations are the UN (United Nations), WTO (World Trade Organizations), and ASEAN (Associations of SouthEastern Asian Nations). All of these organizations work to make relations between nations easier and to ease tension. On the globalization index, South Korea has a score of 64.5 out 100, indicating heavy involvement in international affairs. The government has given a lot of freedoms for free trade but still regulates to a degree. ~~Overall free trade is 74.5% unregulated but is held down by a series of laws that make up the remaining of percentage.~~

3. Describe laws and/or government agencies that affect your business / product / service

Some agencies that would affect our product is the (Environmental Protection Agency) as they would be the ones to keep the products true to their purpose and would allow for the air pollution to be lessened most effectively.

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.

Encourages Trade Through Participation In Various Trade Agreements

Commented [1]: Ms. Shaffer, I had a hard time trying to find information around this. Any tips?

-WTO

-Korean Labor Laws

-Korean Labor Standards

Act & Trade Union

-Labor Relations Adjustment

Act

Labor is Very Inflexible

Various landmarks such as mountain ranges, and rivers constitute South Korea. Two small mountain ranges are the Taebeak mountain and the Sobaek mountain ranges. The rocky terrain is directly affected by the mountainous land, and the lack of smooth, moist soil makes it hard to farm. These two mountain ranges also help to regulate the climate in South Korea, and contributes to the cold and dry winter season. The summer seasons hot and humid climate is also controlled by the major rivers in South Korea. The Han, Kum, and Naktong rivers play an important role in the transportation of both people, and food. The benefits of living near these rivers include; a way of transportation, easy access to food through fishing or irrigation, and protection from possible invaders. Despite the many benefits from these rivers, the country can suffer economically and physically from them. In the summer seasons, there is often heavy rainfall that can overflow the rivers and flood the land. In addition to that, the southern coast of South Korea is prone to typhoons in the summer, that can easily destroy the terrain. Economic destruction can result from this, due to the fact that the South Korean government would have to pay for the restoration of infrastructure. Many natural resources also contribute to the unique land of South Korea. Coal, tungsten, lead, and graphite are only a few natural resources that are utilized to support the economy. The infrastructure in South Korea consists of many types of transportation, and buildings. South Koreans use buses, highways, railways, and ferries to move from place to place.

A great majority of the population in South Korea range from the age of twenty five to fifty four, with there being more males than females. The median age of South Koreans ~~fits in this range, and~~ is around forty one. Due to the fact that there are fewer females, the birth rate remains at a low 8.4 deaths per 1000 births. The lack of females also keeps the population growth rate to a low .53%. ~~The medical advancements in South Korea aids in keeping the infant mortality rate at equally low proportion of 3 deaths per 1000 live births.~~ The majority of the population are not only male, but it is also largely homogenous. Many of the people that reside in South Korea are solely Korean (96%), with a small percentage being immigrants from China (4%). With South Korea being a more developed country, education is of great importance in society. 3.3 million children are enrolled in primary school, 4 million children are enrolled in secondary school, and 3.6 million children are enrolled in post-secondary school. Out of the entire population, 85% of South Koreans attain a secondary diploma, while 45% achieve a secondary-diploma. Since many South Koreans are obtaining a higher-level of education and are working in jobs in their respective fields, most of the population encompass the middle class. The average income of a household's net-adjusted disposable income per capita is \$19,732. Even though there is a large majority of people composing the middle class, there are many people that are extremely rich or extremely poor. Around 15% of the population lives below the poverty line.

Along with education, different types of communication are an important factor in society. Contrary to the typical belief in the United States, eye contact between people is not a common sight. Eye contact is solely reserved for people that you are familiar with. Typically, public affection and facial emotions are not commonly expressed. However, when affection is

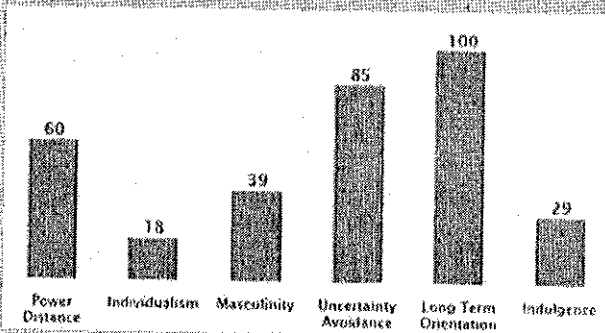
What Factors  
Impact your  
Company  
Specifically?

shown, it is usually demonstrated from an elder to a younger person, and is reciprocated. When meeting strangers, (specifically in the business world), it is crucial to shake their hands with both of hands, and slightly bow. Regarding verbal communication, public embarrassment is seen as extremely unacceptable. Devoting all of your attention to the person that is speaking is necessary, and meaningful conversations are seen as more crucial to building a relationship with another person rather than side-talk. With nonverbal and verbal communication, comes the power of physical appearance. Typical garb for women consists of *hanboks* (long dresses) *jeogori* (a blouse with long sleeves), and a *chima* (a skirt). Men's fashion is composed of shirts, *paji's* (baggy pants), and a longer version of a *jeogori*. Another key factor to the close-knit society of South Korea is gift giving. Gift-giving is seen as a way to show humble respect for another person. Gifts are always wrapped nicely, given with both hands, and are never opened in front of the giver. When gift-giving escalates to the political level, however, the lines between a humble present and bribery starts to blur. Corrupt politicians have the power to tempt those of a lower status to complete misdeeds for them in exchange for money gifts (generous amounts of money). This leads to crimes being committed and increased corruption in the government. Despite some of the corruption, South Koreans uphold many manners, values, and morals. A common manner is to take shoes off when entering a Korean home. Many Koreans use their floor to eat, sleep, and sit, thus, respect of it is necessary. Manners are not only used in a house, but also in the business world. When meeting a Korean business person for the first time, it is important to be introduced by a third party, rather than introducing yourself. A handshake is also advised. A crucial part of a business meeting is the giving and receiving of a business card. If you are given a business, it is necessary to receive it with both hands, instead of one. Once a meeting ends, make sure to show respect to the eldest person by shaking their hand and bowing to them.

South Koreans value manners, communication, and attitudes, while also valuing religion. The majority of the population in South Korea do not associate themselves with any formal religion (46.5%), however Buddhism (18.3%) and Christianity (29.2%) are the two main religions that are practiced in South Korea. South Korea has an exceptionally high long term orientation and a very low individualism score,

} May Not Want  
To Reference  
Corruption

**There is a strong degree of uncertainty avoidance and long term orientation in the South Korean culture**



<http://geert-hofstede.com/south-korea.html>

The high score in long term orientation means that South Korea values societal change and favors change in education. A low score in individualism means that South Korea is a collectivist in society, and look out for more than themselves and their immediate family. These two scores alone characterize South Korea as a high context society, meaning that they value interpersonal relationships, work together to solve problems, and rely more heavily on nonverbal communication to relay meaningful messages. South Koreans favor American brands and expensive Western products. Thus, taking an American product over to South Korea would not present any problems. South Korea also has a low indulgence score, which is an advantage for our product because it serves as a solution to a need. To make the shipping process of our product easier, South Korea has many rivers, and is surrounded by oceans. This allows an easy access to the country to ship our product.

2. Analysis of the potential location- importance and requirements of each trade documents required by the U.S.A. and/or Canada and the country of choice.

Advantages &/or disadvantages your company will encounter are clearly stated. With supporting evidence given

Examples of Advantages: American Made Brand, Lower Costs, Fulfills market need

Examples of Disadvantages: Added costs, transportation delays, government influence, etc..

Commented [2]: Ms. Shaffer, This tool How are we to approach and find trade documents?

## Documentation

- Commercial Invoice
- Certificate of Origin
- KORUS FTA
- Packing Lists
- Bill of Lading

Karel & Salina RD IBP Part II 5

- MARITIME Insurance
- Special Documentation

- Export, Gov
- Country Commercial Guide
- Import Requirements Documentation
- Trans - Pacific Partnership
- KORUS FTA
- WTD
- TRIPS

Rubric Grading Scale for Each Section

Group:

Salma ; Karel

IBP:

South Korea

Section II, Part A A. Economic, political and legal analysis of the trading country	Examples of Economic Impactors:			
<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>GDP Labor Force Human Development Public Debt Taxes &amp; Other Revenue Exports Imports Industrial Production</p>	<p>GDP/Per Capita Labor Force by Occupation Population below poverty line Inflation Rate Exchange Rates Exports – Commodities Imports – Commodities Industrial Production Growth Rate (for manufacturing businesses)</p>	<p>Agriculture Products Unemployment Rate Budget Debt- External Export – Partners Import – Partners</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><i>Market Economy</i> <b>Economic System</b></p>	<p><b>A Grade (Formal: 13.5 - 15 pts)</b>      <b>B/C Grade (Formal: 10.5 – 13.49 pts)</b>      <b>D/F Point Grade (Formal: Below 10.5 pts)</b></p> <ul style="list-style-type: none"> <li>Type of Economic System Used in IBP Country is Stated</li> <li>An understanding of what that type of economic system means is displayed</li> <li>Advantages / disadvantages of operating in this type of economic system are given</li> <li>Type of economic system is stated but not explained.</li> <li>Limited amount of advantages &amp; disadvantages given</li> <li>Type of economic system is copied from internet with no understanding of what it means given</li> <li>No advantages / disadvantages of system provided</li> </ul>			
<p><i>GDP - 1.489 Trillion</i> <b>Economic Impactors</b></p> <p><i>36,000 v. 51,000</i></p> <p><i>\$0 million 320 million</i></p> <p><i>1.3% Inflation 1.6%</i></p>	<ul style="list-style-type: none"> <li>Multiple Economic Impactors are stated with supporting evidence as to why those impactors matter given.</li> <li>GDP/capita is included</li> <li>Comparisons to IBP Country &amp; USA are given so that reader understands context better.</li> <li>Level of Economic Impactors are provided</li> <li>Economic impactors provided are not explained in depth &amp; limited evidence relating to why they are important to your IBP country is given</li> <li>Minimal to no economic impactors are provided.</li> <li>Paper does not explain economic factors that affect a foreign company expanding to their IBP market</li> <li>Facts are given to fill space with no understanding of their impact</li> </ul>			
<p><i>FDI - 30 Billion (2010)</i> <i>191.3 B (2005)</i> <b>Level of Foreign Direct Investment</b></p>	<ul style="list-style-type: none"> <li>Level of FDI is given (Market Overview: Export.gov)</li> <li>Stock of FDI at home &amp; abroad is stated &amp; explained</li> <li>Comparison to the USA is given</li> <li>Reasons as to why your FDI Level are important are given/explained</li> <li>Economic Globalization</li> <li>FDI – Home is stated</li> <li>Limited explanation is given as to what that level means</li> <li>Paper doesn't make comparisons between IBP country &amp; other major markets</li> <li>FDI is either unstated, inaccurate, or unexplained.</li> <li>Student displays minimal to no understanding of FDI concept.</li> </ul>			
<p>Rough Draft Turned in on Time</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>			

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, FTA (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/>

*Residential Republic*  
**Government Structure**  
*Resident*

<p><b>A Grade</b> (Formal: 18 – 20 pts)</p>	<p><b>B/C Grade</b> (Formal: 14 – 17.9 pts)</p>	<p><b>D/F Point Grade</b> (Formal: Below 14 pts)</p>
<p><input checked="" type="radio"/> <b>Type of Government that controls country is stated &amp; explained</b>                      Example: The USA is a Federal Republic with a strong Democratic tradition.  <b>Political Pressure Groups &amp; Leaders</b>  <b>Who is the head of your IBP government</b>                      Elections / Appointment Process is explained                      Example: Presidents in the United States are elected to 4 year terms with a max of 8 years in which they can serve.                      An overview of the last 50 years is given. Any major changes to how that country operates (Russia switching from Communist to Level of corruption is documented / explained                      Level of Political Risk is given &amp; a comparison to previous years; as well as, other countries is documented                      Level of Political Stability (GE) <input checked="" type="checkbox"/></p>	<p><input type="radio"/> Type of Government that controls country is stated but not explained                      Current political regime is not listed                      No background information into how your IBP country structures its political process is explained.                      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.                      No examples or acknowledgement of recent history is provided                      Corruption stats are given but no supporting evidence or world rankings given to add clarity                      Level of Political risk is only stated</p>	<p><input type="radio"/> Type of political system is only listed, no detail                      No current or background information relating to the current type of government is given                      Government stability is not provided                      No examples of former political process or systems are given                      Level of Corruption is either not provided or incorrect                      No level of political risk is given</p>
<p><b>Government Stability</b></p> <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>	<p><input checked="" type="radio"/> How active &amp; supportive the government is in regards to free trade is stated but no evidence is provided to prove statement try                      Level of globalization is not mentioned or explained</p>	<p><input type="radio"/> No stats or evidence is given explaining how controlling the government is in regards to how that country conducts trade                      Paper displays a very limited or inconclusive portrayal of government when it comes to its stance on trade                      Paper only briefly discusses governments role in business                      Paper lacks statistical evidence &amp; analysis                      No supportive evidence is given to prove how that government regulates private business.</p>
<p><b>Government control over trade</b></p> <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.                      Research <b>State Owned Enterprise</b> for ideas.                      Ex: Are privately owned industries, companies, corporations encouraged or are they state owned.</li> </ul>	<p><input checked="" type="radio"/> Level of Business Freedom is not discussed                      A vague understanding of how government regulates private business is given with little understanding of how it impacts their product/company specifically</p>	
<p><b>Governments control over private business</b></p>		

**Total Grade** \_\_\_\_\_ /10 pts

**Due Date:** October 25, 2016 **Yes**  **No**  **Turned in late on:** \_\_\_\_\_

*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.*

- 4.3 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)]

	A Grade (Formal: 13.5 – 15 pts)	B/C Grade (Formal: 10.5 - 13.49)	D/F Point Grade (Formal: Below 10.5)
<p><b>Sources:</b> <a href="http://www.heritage.org/index/">http://www.heritage.org/index/</a> <b>List of FTAs</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></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>Laws &amp;/or Govt. Agencies that Impact your product</b></p> <p style="text-align: center;">- EDA</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><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>	<p>No Turned in late on: _____</p>	<p>_____/10 pts</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 (Formal: 13.5 – 15 pts)</b>	<b>B/C Grade (Formal: 10.5 - 13.49)</b>	<b>D/F Point Grade (Formal: Below 10.5)</b>
<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: air/ port, 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> </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> </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>			
<b>Total Grade</b>			

Rough Draft Turned in on Time  Due Date: October 25, 2016 Yes  No  Turned in late on: \_\_\_\_\_ /10 pts

*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.*

**Section 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><b>Helpful Sites:</b>  <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/ccg/index.asp">http://www.export.gov/ccg/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/eg_main_018121.asp">http://www.export.gov/logistics/eg_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 <input type="checkbox"/> No <input type="checkbox"/> 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: