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

Ireland is a mixed economy that is trade-dependent and well developed. The economy is made up of a variety of private freedoms, centralized economic planning, and government regulations. Government regulations are used to protect consumers and laborers and to ensure fair market competition. Ireland’s economic system is similar to the United States which makes it a smoother and easier transition for American businesses. Ireland’s top three economic trading partners are the United Kingdom, United States, and Germany. 38.8.% from the UK, 10.3% from the US, 8.5% from Germany, and the remaining from various countries. After a recession beginning in 2007, the economy has rapidly picked up in 2014. The GDP increased by 4.8% to a current GDP of $226.8 billion. Ireland’s low corporation tax of 12.5% has been a key factor in encouraging business investment. Loose tax residency requirements made Ireland a common destination for international companies seeking to avoid taxation. Ireland spends an average of $66.84 billion on imports including data processing equipment, other machinery and equipment, chemicals, petroleum and petroleum products, textiles, and clothing. The imports are an important aspect of our company and future business endeavors. L.L. Bean is a recreational clothing and equipment company therefore Ireland’s large imports of textiles and clothing will have a positive impact on our relations with Ireland. New reports from the American Chamber of Commerce Ireland says that Ireland is the number one destination for United States foreign investment. American companies in Ireland have invested more than $277 billion since 1990. In addition, US companies coming to Ireland has boosted employment. There is an estimated 2.174 million individuals participating in the workforce of Ireland. Although the current unemployment rate in Ireland is 11.3%, this number continues to decrease and bringing L.L. Bean will help to continue to boost employment. The output from US companies resident in Ireland now exceeds $80 billion a year. Overall, Ireland is an ideal country to take high quality American companies such as L.L. Bean due to a similar economic system to the United States, a growing economy, and a high level of foreign investment.

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

Ireland’s governmental structure is a republic and parliamentary democracy. This form of government is where people do not directly vote on proposed laws; they elect representatives that then vote on legislation. The legal system that is practiced in Ireland is common law. The common law system, also known as case law, is used in Ireland is based on the English model but is modified by customary law. It consists of the judicial review of legislative acts put in place by the Supreme Court and case laws developed by judges. Case laws are laws that are established by the outcome of a former case and judges determine the ruling. This type of legal system is helpful when it comes to dealing with corruption because contracts are secure and expropriation is rare. Therefore, property rights are well protected in Ireland’s common law system. In addition, Ireland has a corruption score of eight out of ten, which is ranked fourteenth of one hundred seventy eight countries. The higher the score, the less corruption in the country. A high score is an important aspect when a company is expanding overseas because corruption could lead to difficult and unsafe business exchanges. Overall, Ireland has low corruption which would make bringing L.L. Bean to Ireland a smooth transition and allow for easier business transactions.

Furthermore, Ireland, like most countries, has a variety of regulations for a means of controlling the export of certain products and services. For example, the [Department of Jobs, Enterprise and Innovation](http://www.djei.ie/index.htm) helps advise and deal with a range of trade policy and procedural issues governing imports into Ireland. Ireland also has few barriers to international trade and investment and is also part of the EU, making Ireland more open to external trade. Foreign and domestic investors are usually treated equally under the law, making Ireland a prime location for starting businesses, as people have fair opportunities in and out of the country.

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

In order for L.L. Bean to expand and be successful in its business, some laws and regulations must be practiced. L.L.Bean joined the White House-initiated Apparel Industry Partnership (AIP) in 1996, which is a coalition that included U.S. retailers, non-governmental organizations, labor organizations, Business for Social Responsibility and the Department of Labor and the State Department. The goal is to provide and develop collaboration and organizational efforts to clarify what is considered reasonable treatment of workers. L.L. Bean also advocates similar goals in the International Labor Organization's Better Work program where it tries to better fabric mills and parts suppliers.

In addition, L.L. Bean associated with the Apparel Industry Code of Conduct to update monitoring practices, factory performances, health and safety, legal requirements, freedom of association and elimination of discrimination and harassment in the workplace. They also employ full-time factory and third party independent monitors and involve in scheduled and unannounced audits. L.L. Bean is also united with the Alliance for Bangladesh Worker Safety, where it can provide solutions to problems that concern and affect apparel and retail industries around the world. Because L.L. Bean is concerned with animal safety, it has joined with Textile Exchange’s Responsible Down Standard for any animal products. It is associated with this group to make sure that any stock comes from ethically treated animals.

Other than L.L. Bean laws, Ireland has some beneficial regulations to assist international businesses. For example, Ireland has a low corporate tax rate which consists corporation tax on trading profits that is 12.5%. This has made Ireland an ideal destination for foreign markets as businesses can avoid taxation. In addition, the United States and the European Union are discussing and negotiating a trade agreement that will help create numerous jobs and earn a lot of money into the expanding economies on both sides of the Atlantic. In addition, the [Transatlantic Trade and Investment Partnership](http://ec.europa.eu/trade/policy/in-focus/ttip/about-ttip/) (TTIP) is becoming the world’s biggest bilateral trade and investment deal. This is conducive to the development and success of Ireland more than any other EU Member State. This can help earn new opportunities such as the creation of jobs and stimulate new growth which the TTIP can eliminate and reduce tariffs and open new markets across seas and in Ireland. These rules also ensure safety and quality, earning the consumer and customers trust and reliability. Also, this will be a boost for the Irish economy as it will become a major export country that will be able to be a diversified and sustainable nation.

**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.**

Ireland is an island in northwest Europe surrounded by the North Atlantic Ocean. The island's main [geographical](https://en.wikipedia.org/wiki/Geography) features include low central [plains](https://en.wikipedia.org/wiki/Plain) surrounded by a ring of coastal mountains. The highest peak is Carrauntoohil, which is 1,041 metres (3,415 ft) above sea level. The western [coastline](https://en.wikipedia.org/wiki/Coast) is rugged, with many islands, [peninsulas](https://en.wikipedia.org/wiki/Peninsula), headlands and bays. The island is also bisected by the [River Shannon](https://en.wikipedia.org/wiki/River_Shannon), a 163 mile [estuary](https://en.wikipedia.org/wiki/Estuary), the longest river in Ireland. Ireland is situated 53.3442° N and 6.2675° W, having a land area of 26,598 sq mi (68,889 sq km) and a total area of 27,135 sq mi (70,280 sq km). The capital is Dublin with 1.121 million people. Ireland also has a wealth of natural resources that some of which include zinc, lead, natural gas, barite, copper, gypsum, limestone, dolomite, peat, and silver.

The main language of Ireland is Irish, also known as Gaeilge or Irish Gaelic, a Goidelic language of the Indo-European language family. It is one of the oldest written languages in the world and plays an important symbolic role in the life of the Irish state. Irish is spoken natively by a small minority of the Irish population mostly in Gaeltacht areas, and often times is spoken along with English and Polish words. Overall,  Ireland enjoys Irish as its constitutional status as the national and first official language of the Republic of Ireland and as an official language of the European Union.

Over the years, there has been a natural increase in population, more births and less deaths, which has contributed 225,000 to population growth. In addition, the total net migration in the five years to April 2011 was 125,000. Therefore, future reports say that the overall population is projected to increase by 1.4% by 2021. Concerning demographics, Ireland’s workforce is viewed as a highly adaptable and mobile group that is geared towards achievement and quality. Most of the population is also under 35, making Ireland’s dependency ratio one of the highest and most favorable group in Europe. The life expectancy is 80.68 years, infant mortality rate is 3.7 per 1000 deaths, total fertility rate is 1.99 children, and the average school life expectancy is 19 years, indicating that Ireland also has a stable development in population.

**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.**

L.L Bean products are known and recognized throughout various parts of the world for their wide variety, high quality, and design. This company would be successful due to the wide variety of landscapes and geography that Ireland offers with its coastal areas, mountains, and valleys. These locations are an ideal spot for L.L.Bean to supply and sell their clothing and outerwear and outdoor gear. Ireland also offers a whole host of activities and outdoor pursuit options for the adventurous and active minded, such as kayaking, canoeing, hiking, and cycling. L.L. Bean offers clothing for those who spend most of their time outdoors but also for individuals who enjoy high quality, American-made, comfortable clothing. Therefore, L.L. Bean can offer new and different equipment and apparel suitable for all types of people to use during any type of recreation. Ireland has a well developed economy and the average income of a $44,660 and is ranked 28th in the world for highest Gross National Income per capita. L.L. Bean’s price range targets those of average or middle income. The median age for males is 35.8 years and females is 36.4 years. This is an ideal age because this age group are active buyers.  In addition, this country’s urban population consists of 63.2 percent of the total population showing that over half of the people choose to live in the cities, ideal for our business to initiate growth as it will reach the majority of our customers.

**3. 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.**

Ireland is a strong potential location for doing business due to the geographic benefits. Ireland has the ideal climate, landscape, and population for L.L. Bean’s quality apparel and reliable outdoor equipment. Ireland’s landscape is described as mountainous with many rivers and lakes. This landscape is perfect for outdoor activities such as hiking, canoeing and kayaking, and exploring Ireland. Dublin is the capital and largest city in Ireland, with a population of 1,801,040 persons. Dublin is located in east-central Ireland and is bordered by a low mountain range. The average climate in the winter is around 8.8 ℃ (48 ℉) and 20.2 °C (68 °F) in the summers. Overall, Ireland consists of cool summers, mild winters, a lack of temperature extremes, and rainfall is equally distributed throughout the year with an average of three inches per month. Dublin is a strong location to start L.L. Bean due to the high population concentration, ideal climate, and geographic benefits.

Another benefit of choosing Ireland to take our business is to is that Ireland is ranked number 17 in the world for doing business. Some factors that have led to Ireland being in the top 20 is because it is ranked as number 25 for starting a business, 8 in protecting minority investors, 6 in paying taxes and 20 in resolving insolvency. In addition, the tax on international trade which includes import duties, export duties, profits of export or import monopolies, exchange profits, and exchange taxes, is .07 percent, which is extremely low.