Paper Guidelines

The focus of this report is to research the steps necessary to take a business into your selected country and the background information needed to understand that market. All data should be relevant to that endeavor. Use the following as a guideline to prepare your report. You may include more or less items depending on your product/service or country.

Report structure: Eight (8) double-spaced pages, size 12 Times Roman font, 1-inch margins, left justified margins, page numbers, all sources cited using proper MLA or APA format.

Please include:

**Title** **page** – (not included in 8 page length requirements)

**Introduction** – includes background of your company with history and product/service – a few sentences for each is sufficient – no more than one page

**Culture of your company**

**Strategy** **of your company** – type, process, and implementation

**Readiness** **to diversify** – experience in other markets, etc.

**Country Information**

 location

 demographics – relevant information to your product/service

 language

 political – government regulations, relations to foreign businesses, corruption,

 stability, etc.

 economics

 technology

 infrastructure – transportation, buildings, power, communication, etc.

 legal – laws, court system, repatriation

 accounting practices and other financial issues

 culture – Hofstede, Trompenaar

 ethics

 communication

 social responsibility

 human resources – selection, training, termination, labor relations

 leadership style

 other information to help the reader understand the marketplace

**Conclusions and Recommendations** – yes or no to entry and why

(can be numbered or bulleted – with a short introduction)

**Bibliography** – at least 6 sources - – (not included in page length requirements)

**Appendix** – (not included in page length requirements)

 maps, charts, articles, etc.

Think **in-depth** about your business and the host country. For example: If you are operating a manufacturing plant, where will your raw materials come from, and who/how will you transport your finished goods to the distributor/end user, etc.?