**Country Research Assignment**

Your employer wants to build a factory outside of the United States to produce a consumer good (for example: clothing, shoes, toys, furniture, electronic devices, packaged food, and so forth). Since you are the Vice President of Marketing, your first assignment is to prepare a report on a country of your choosing. You will present your findings to the Board of Directors (the class) in the form of a PowerPoint presentation at a future class.

Instructions:

Submit your completed PowerPoint (or Prezi) by the due date. Your PowerPoint needs to include the information below. The slide numbers are a ‘suggestion’ – you can tailor it as you see fit.

Slides 1, 2, 3: Geographic analysis

* Name of the country, and its location. What is the official language? (include an example of their writing).
* Physical size of the country (square miles?).
* What is its population? How many adults vs. children. Can you get an age breakdown?
* The county’s climate, and major cities.
* Be sure to include maps, pictures of typical cities and shipping ports, and any other pertinent information.

Slides 4, 5, 6: Economic analysis

* What form of government? (Democracy, Kingdom, Marxist, Theocracy?)
* Is their government stable? Are they always having revolutions?
* Is it a rich country or poor country? What is their GDP? (Gross Domestic Product)
* What is their unit of money called? Include pictures of their money.
* What is their major industry?... or industries?
* How modern is their communication? Do most people have telephones, for instance?

Slides 7, 8, 9: Cultural & Social analysis

* What is their literacy rate? What is their education system like? In other words, do they have a good supply of trained and literate workers?
* What is the major religion?
* What percentage of women work in the country? Do they use child labor?
* What is their average factory wage? See if you can find it.
* Do they have any unique customs that you need to know about?
* What is their official language? Include a short sample of writing. Do they have any other commonly-used languages?

Slide 10: Recommendation

* What do you recommend to the Board of Directors? Do you think this is a good country to invest in? Why or why not?