Yellowbook, Inc. wants to expand their company to another country. They have hired you as their consultant to research a country that will fit best with Yellowbook’s **product, business operations, company culture, mission**, and **goals** while also enabling the company to be most successful.

As their consultant, you will need to first find out all you can about Yellowbook, Inc. as a company including the areas above. Next, you will need to research and choose a country and **exact location** that you believe will be an excellent choice for Yellowbook to expand. This country should be the one in which you believe Yellowbook will be most profitable and successful.

Then, combining your researched information about Yellowbook and potential country expansion possibilities, you must consider **all** the components of the international business environment in order to determine which country would be the most viable choice to expand.

You must **type up a** **report** for Yellowbook including the **elements of the international business environment below**. Additionally, you must create a **PowerPoint presentation** to present your findings to representatives from Yellowbook. In your report and PowerPoint you must also provide **strong** **rationale or explanation** for why you believe your country is the best option for Yellowbook to expand. This should be the main focus of both your report and presentation.

Research the following about Yellowbook:

* What does Yellowbook do, make, or sell?
* Who is the target audience or consumer for the company (who typically buys or uses their products or services)?
* Are there any cultural differences that might shift this target to a different population in the country?
* What is the average cost of the company’s product or service in the U.S. (in U.S. dollars)? What would this price be in the country’s currency?
* How many people currently work for the company? What types of jobs do they have?
* What is the average salary for an entry-level employee (in U.S. dollars)? For an executive? What would these salaries be in the country’s currency? How do you think the company will adjust these wages in the new country?
* Are entry-level workers required to learn specialized skills? What steps might the company need to take to train local residents?
* What are the company’s annual profits?
* Who is the company’s competition?
* In what countries does the company currently sell or produce its products or services?
* What are Yellowbook’s corporate responsibility goals, policies, or actions?
* What is the current state of the company in terms of financials, expansion, and other strategies?
* Describe the company’s organizational structure and management team.
* Describe Yellowbook’s product portfolio.
* Describe Yellowbook’s company culture.
* How does Yellowbook advertise and promote its company and products?
* What is the company’s mission and goals?
* How does Yellowbook distribute its product?

Research the following about your country:

--Geography

* Where is your country located?
* What is the weather like?
* What is the terrain like?
* Does the country have any waterways/seaports?
* What natural resources does your country have?
* Other relevant geographic information

--Culture

* What cultural factors should a businessperson be aware of?
* What is the ethnicity of your country?
* What language(s) is/are spoken?
* What are appropriate business greetings?
* What type of dress is appropriate?
* What kinds of foods are eaten in your country?
* What are some of your country’s customs?
* What holidays are celebrated?
* What is the work day like in your country?
* Other relevant cultural information

--Economic Development

* What is your country’s GDP per capita?
* What is your country’s currency?
* Calculate the current currency exchange between your country and the U.S. dollar.
* What are your main export commodities?
* What countries are your main export partners?
* What are your main import commodities?
* Who are your main import partners?
* What is your country’s infrastructure like? (transportation, communication, and utility systems)
* What types of technology are present in your country?
* Other relevant economic information

--Political and Legal Factors

* What type of government does your country have?
* What is the government’s role in the country?
* What trade barriers exist?
* What business regulations are present for both consumers and business operators?
* Other relevant political and legal factors

--**Other questions to answer**

* **What are some of the advantages of doing business in the country?**
* **What are some of the challenges that Yellowbook may potentially face when expanding to the country?**
* **What else must Yellowbook know or find out about the country before beginning its expansion activities?**
* **Why should Yellowbook expand to the country?**

You may refer to the following websites to help you with your research.

 --CIA World Fact Book

 --The Weather Channel (climate information)

 --Google Earth (terrain, location, waterways, etc.)

 --Country Insights Global Edge: <http://globaledge.msu.edu/countries/>

 --Kwintessential: <http://www.kwintessential.co.uk/resources/country-profiles.html>

 --Business Planet: <http://rru.worldbank.org/businessplanet/default.aspx?pid=1>

 --Yellowbook Corporate website

Project Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 0-2 | 3-5 | 6-8 | 9-10 |
| Research and Information | Incomplete and/or missing | Missing many major pieces of info. Little or no detail. Accuracy of information may be lacking. | One piece of info may be missing. Provides 1-2 supporting details and/or examples. | All information is present, detailed, and accurate. Includes several supporting details and/or examples. |
| Visual Presentation | Incomplete and/or missing | Visual aids do not include many important pieces of information. Quality is lacking. Many spelling and grammar errors. | Visual relates to presentation. Good quality. No more than 2 spelling/grammar errors. | Visual aid explains and reinforces the information. Very high quality and professional looking. No spelling or grammar errors. |
| Overall Presentation(2X) | Often mumbles, difficult to understand, and no confidence. Presentation lacks focus and is not convincing.  | Speaks clearly some of the time. Presentation is focused and convincing some of the time. | Speaks clearly with some confidence. Presentation is focused and convincing most of the time. | Speaks clearly and confidently. Presentation is focused and convincing. |
| Work Ethic(2X) | Does not work well with partner. Frequently off task. | Works well with partner. Must be reminded a few times to get on task. | Works well with partner. Takes part in most decisions and shares in responsibilities. Most always on task. | Works very well with partner. Assumes a clear role in decision-making and responsibilities. Always on task. |

**Total Points: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/60**

**Comments:**