**Yellowbook Expansion Recommendations: Country**

**Anderson & Anderson Consulting Firm**

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**Introduction:**

Anderson & Anderson Consultants completed an 18 week comprehensive study of the International Business environment in Botswana for Yellowbook Inc. We recommend that Yellowbook begin its expansion activities in early 2010. These activities should consist of the following.

Our study focused on the following areas of the International Business Environment: Geography, Culture, Economics, and Political Legal. The process we followed was as follows.

We recommend blah blah blah because of blah blah blah.

**Yellowbook Business Processes and Critical Aspects**

In this section you should explain the key businesses processes and unique aspects of Yellowbook. The purpose of this is to show the Yellowbook representatives that you studied their company and understand what it does in order to choose the optimal country in which Yellowbook should expand. Be very detailed in your explanation. Refer to the information in this section as you complete each of the sections below.

**Geography**

In this section you should explain the geographic factors that you studied. You should explain why this country and city is the best location for Yellowbook. Describe what Yellowbook will have to do in order to be most successful given these geographic factors. Describe both the benefits of this location in terms of geography as well as the challenges the Yellowbook will have to overcome. Make sure that you are very detailed and that you effectively assess the impact of the country’s geographic factors on Yellowbook.

**Culture**

In this section you should explain the cultural factors that you studied. Explain what Yellowbook will have to do in order to be successful given these cultural factors Describe both the benefits of these factors as well as the challenges that Yellowbook will have to overcome. Make sure that you are very detailed and that you effectively assess the impact of the country’s cultural factors on Yellowbook.

**Economic Development**

In this section you should describe the economic factors that you studied. Explain what Yellowbook will have to do in order to be successful given these economic factors. Describe both the benefits of these factors as well as the challenges that Yellowbook will have to overcome. Make sure that you are very detailed and that you effectively assess the impact of the country’s economic factors on Yellowbook.

**Political-Legal Factors**

In this section you should describe the political-legal factors that you studied. Explain what Yellowbook will have to do in order to be successful given these political-legal factors. Describe both the benefits of these factors as well as the challenges that Yellowbook will have to overcome. Make sure that you are very detailed and that you effectively assess the impact of the country’s political-legal factors on Yellowbook.

**Conclusion**

Your conclusion should summarize and highlight why you believe that your country is the most viable and optimal choice for expansion. Again, be very detailed here. Also you need to be very convincing. You want Yellowbook to choose to expand to your country.

**Bibliography**