Global Business—Think Aloud

You are the owner of a major supermarket who wants to open a new store in another country. Please go through the same steps I modeled for you to determine the country to which you will expand. You need to consider **ALL** of the components of the International Business Environment. Jot your ideas down in the graphic organizer below. If you need more space, you may write on the back of this paper as well.

|  |  |
| --- | --- |
| **Geography**   * **Location** * **Climate** * **Terrain** * **Waterways** * **Natural Resources** | **Culture**   * **Language** * **Family** * **Religion** * **Customs** * **Traditions** * **Food** |
| **Economics**   * **Technology** * **Education** * **Inflation** * **Exchange Rate** * **Infrastructure** | **Political-Legal Factors**   * **Government System** * **Political Stability** * **Trade Barriers** * **Business Regulations** |