**b. Phase 2. Write Country Selection Recommendation for Entry and Supporting Rationale**

**Due: Sunday April 12th to the Assignment section of D2L**

Phase 2 is to be added to Phase I of your document and will describe the country that you have selected to enter for your company and the reasons why you selected that country. You have seven countries to select from and they are listed further down in this section along with resources to do fast research. The text for Phase 2 should also be between 1 page and 2 full pages in length in MS Word (size 12 font, Times Roman). Please remember to put the following at the top of the page: Global 3420, student name, case company name, date and Phase 2 at the top of the page.

a. Please declare the country that you have selected to enter with your firm. List three to five reasons for your country selection and elaborate on each reason. Thought starter reasons for you to consider as rationales for the country choice include:

-Healthy economy and stable government

-Product line your company markets is demanded by consumers/businesses there with information to support that conclusion.

-Your target consumers/end users both demand your product and have the capability to buy (sufficient GDP/capita). A supporting point would be that competitors to your company are already selling in that country.

-The country has the infrastructure (e.g. roads, airports, utilities) to make doing business possible

-The import/export regulations of the country are conducive for your company to enter.

1. Key, fast country information and analysis resources to help you with the country choice are the following for each country.
2. CIA World-Factbook by country (please see country URL listings below)

2) Wikipedia pages on each country

1. Mexico

https://www.cia.gov/library/publications/the-world-factbook/geos/mx.html

<https://en.wikipedia.org/wiki/Mexico>

1. Nigeria

https://www.cia.gov/library/publications/the-world-factbook/geos/ni.html

<https://en.wikipedia.org/wiki/Nigeria>

1. Thailand

<https://www.cia.gov/library/publications/the-world-factbook/geos/th.html>

<https://en.wikipedia.org/wiki/Thailand>

1. South Korea

<https://www.cia.gov/library/publications/the-world-factbook/geos/ks.html>

<https://en.wikipedia.org/wiki/South_Korea>

1. Angola

<https://www.cia.gov/library/publications/the-world-factbook/geos/ao.html>

<https://en.wikipedia.org/wiki/Angola>

1. Poland

<https://www.cia.gov/library/publications/the-world-factbook/geos/pl.html>

7) Colombia

https://www.cia.gov/library/publications/the-world-factbook/geos/co.html