Your comprehensive class project is to create a "Global Business Plan" for your fictitious company to export your nominated product to the targeted country that you have submitted in Week #1.

Part One of this assignment is due at this week.

**Region Analysis** - the bullets on the syllabus focuses on one thing, which is the Region upon which you plan to export your product. Not the county, this will follow... but the region. For example, if you are exporting to Brazil, the region is South America. Therefore, does Brazil belong to any regional alliances in South America or have economic integration partnerships that will help or hinder your entry into Brazil?

**Second**, are there any physical environmental issues that will hinder your export plans such as mountains, volcanoes, oceans, the lack of roads, etc.

**Third**, what is the political climate in the region? Are there wars going on in adjacent countries? Are there dictatorships that will cause problems in your export efforts?

**Fourth**, how is the economy in South America? Is it healthy or depressed? Will neighboring countries pull your target country's economy down?

**Fifth**, are there any financial institutions that services South America that can help you if you need financing. If there are none in the region, will Global Financial Institutions help to finance your plans in the region?

**Six**, are there any social, health, or environmental conditions in the region that will hinder your export plans? Are there any major health issues such as Ebola, plague, etc? Are the nations in South America undergoing social issues such as women's rights, same sex marriages, etc which can affect your Business Plans?

**Finally**, are there acts of terrorism in the region that will affect your Business Plans?

Therefore... each section (there are seven elements to be analyzed) should be clearly labeled (or subtitled) to note that you have addressed that topic.

**Country Analysis** - This is the section where you focus on your target country. In this example, the target country is Brazil. Is Brazil a politically stable country? Is it about to suffer a coup d'état? Has it ever suffered a coup? Will this affect your plans to enter Brazil?

**Second**, how is the economy of Brazil? Is it growing or declining?

**Third**, are there financial institutions in Brazil that will lend you financing for your venture?

**Four**, Brazil has rain forest, mountains, and a huge land mass. Does this help or hurt your plans to enter Brazil?

**Fifth**, what are the social, health, and environmental issues in Brazil? Is Aids a big issue? Does it matter in the case of your Business Plan?

**Six**, Brazil has a unique mixture of races and cultures. Does this help, hurt, or have no bearing on your Business Plan?

Therefore... there should be six subheads or distinct blocks to indicate that you have addressed these issues.

**Organization and Product Analysis** - First, describe your organization! Who are you? What is your history? Why were you successful in America? Who is your target audience? What does your company offer?

**Second**, you decided to export one of your products... great! Why would the consumers in your target country want to buy your product? What need do they have for your product?

**Third**, what is your product? Provide details! What makes your product so special?

**Fourth**, how do you plan export your product? Will you use a franchise model, hire a sales agent, find a local distributor, or sell directly. Please explain fully which mode of entry was chosen and why!

Therefore... there should be four subheads or distinct blocks for this section.

Here are a few references to get you started.

The World Factbook - https://www.cia.gov/library/publications/the-world-factbook/

Country Commercial Guilds - https://www.export.gov/ccg

OECD Data - https://data.oecd.org/

World Trade Organization - https://www.wto.org/english/thewto\_E/whatis\_e/tif\_e/fact1\_e.htm

EXIM Bank of the United States - http://www.exim.gov/what-we-do

Small Business Administration - Starting & Managing - https://www.sba.gov/managing-business/exporting

Using reputable reference sources is important. Wikipedia is not acceptable as a scholarly reference source.

You must use at least three reputable references in this assignment.