Target in The Netherlands; Entry into the EU

**Target in The Netherlands**

a country, an industry, and a product or service to perform an analysis on conducting business in that country and industry.  In doing so, you should consider the cultural, economic, political, technological, structural, financial, competitive environment and managerial issues that would be relevant for your country, industry, and product or service.

Apply the concepts below to a real world business situation.

More specifically, in your paper, you should include an analysis of the following concepts from class and how it impacts your business decisions:

* cultural differences, 1
* economic environment, 2
* political environment (including political risk), 3
* legal environment, 4
* government influence on business, 5
* competitive environment, 6
* structure (ex. joint venture, collaboration, greenfield, exporting, etc.).  7

You can also include in your analysis a discussion

* on the role factor mobility, 8
* cross-national agreements, 9
* foreign-exchange risk, 10
* ethics, 11
* global capital markets, 12
* adapting marketing, 13
* accounting, 14
* finance, 15
* IT 16
* and human resource functions to suit the international environment, and any management issues you foresee as challenges to that environment.17

Some resources that you mind find helpful in starting your analysis include:

[www.commerce.gov](http://www.commerce.gov) for information on specific countries

[www.trade.gov](http://www.trade.gov) for trade statistics

[www.wto.org](http://www.wto.org) for country specific data on trade

[www.imf.org](http://www.imf.org) for information on macroeconomic impacts of regulation and expected trends

[www.oecd.org](http://www.oecd.org) for forecasts and statistics

[www.cia.gov](http://www.cia.gov) for information on government, economy, transnational issues, etc.

<https://infoguides.pepperdine.edu/ECNM/> library guide for economic research

<https://infoguides.pepperdine.edu/PGBSglobal/> library guide for international business research

Body 1 - Analysis

* cultural differences
* economic environment
* political environment (including political risk)
* legal environment
* government influence on business