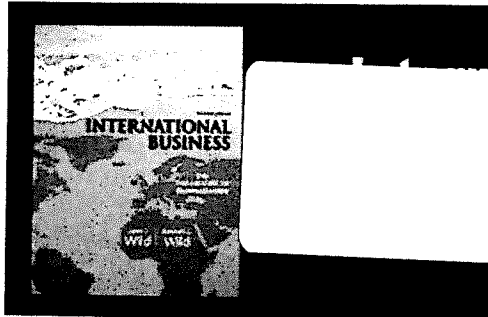




Market Entry Strategy Project (MESP): Each student, as a member of a team of students, will be assigned a country, for the potential development of an international business.

Information for development of the MESP is included at the end of each Chapter in the *International Business* textbook under Teaming Up – Market Entry Strategy Project.

Your presentation of your country and your potential international business should include, as a minimum, the following information:

- National business environment – basic information, i.e., map, population, resources, other key business environment requirements,
- Cross cultural business environment – labor force,
- Politics, law, and business ethics environment - government,
- Economic systems and development environment – infrastructure,
- International trade and investment environment,
- Financial system environment, and
- International business management plan – to include recommendation for or against potential development of an international business in the assigned country.

It should be noted that your presentation will have at least 10 slides to cover your Market Entry Strategy Project research, analysis, assessment and recommendation. Each team will be provided 20 minutes to present their country and potential international business, which does not include questions and or comments, and constructive feedback.

Information on your country can be found at the following websites:

U.S. Department of State: <http://www.state.gov/misc/list/index.htm> - This website provides background notes and country fact sheets which can be used to find valuable information on the potential for investment and economic growth within a particular country. See Figure 2-1: Background Notes/Country Fact Sheets.

Background Notes/Country Fact Sheets



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Background Notes/Country Fact Sheets

The Fact Sheets listed below are the most recently published versions. Previous versions of Background Notes are available in our archive section.

- Afghanistan (2012-09-06)
- Albania (2012-12-20)
- Algeria (2012-08-17)
- Andorra (2013-01-03)
- Angola (2012-11-14)
- Antigua and Barbuda (2013-02-07)
- Argentina (2013-02-12)
- Armenia (2013-02-12)
- Aruba (2013-01-24)
- Australia (2012-10-24)
- Austria (2012-07-11)
- Azerbaijan (2012-09-20)
- Bahamas, The (2013-01-14)
- Bahrain (2012-08-28)
- Bangladesh (2012-10-26)
- Barbados (2013-02-07)
- Belarus (2013-01-08)
- Belgium (2012-12-03)

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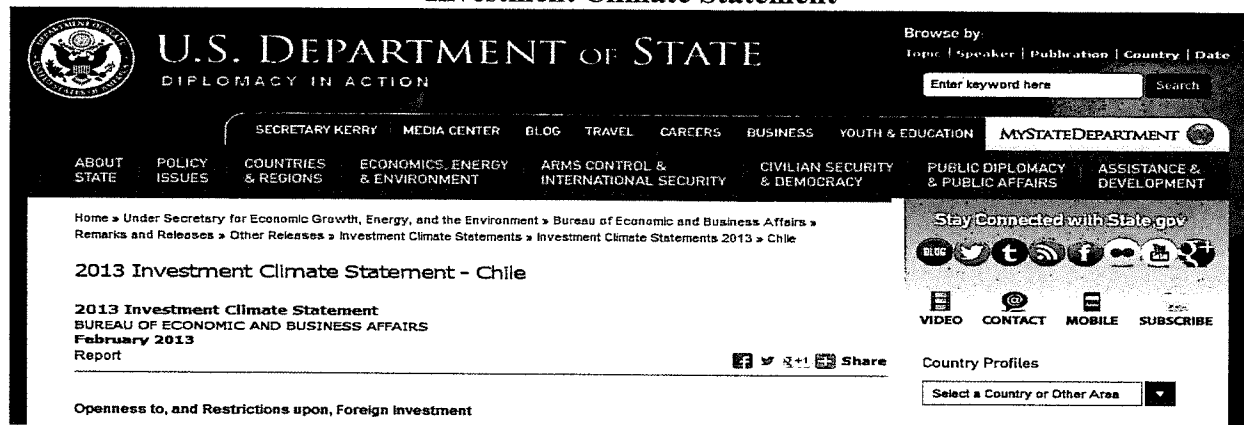
Country Profiles

Select a Country or Other Area

Source: U.S. Department of State: <http://www.state.gov/misc/list/index.htm> Figure 2-1

U.S. Department of State: <http://www.state.gov/r/pa/ei/bgn/> - This website provide information on the economic investment climate within a country that can be selected to conduct business. See Figure 2-2: Investment Climate Statement

Investment Climate Statement



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2013 Investment Climate Statement - Chile

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BUREAU OF ECONOMIC AND BUSINESS AFFAIRS
February 2013
Report

Openness to, and Restrictions upon, Foreign Investment

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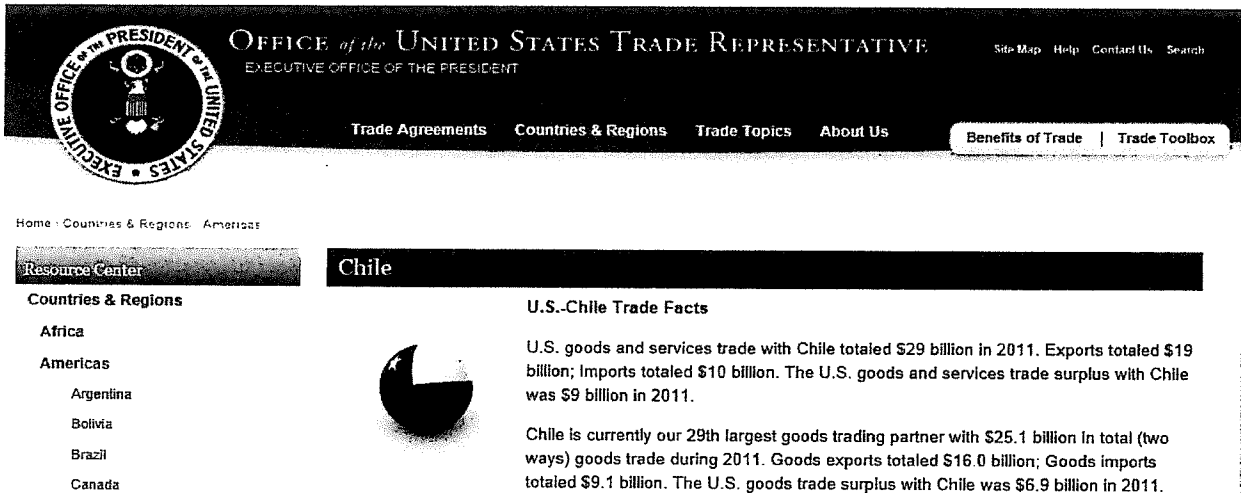
Country Profiles

Select a Country or Other Area

Source: U.S. Department of State: <http://www.state.gov/r/pa/ei/bgn/> Figure 2-2

Office of the United States Trade Representative: <http://www.ustr.gov/countries-regions/countries-z> - This website provide current trade facts. See Figure 3-1: Trade Facts.

Trade Facts



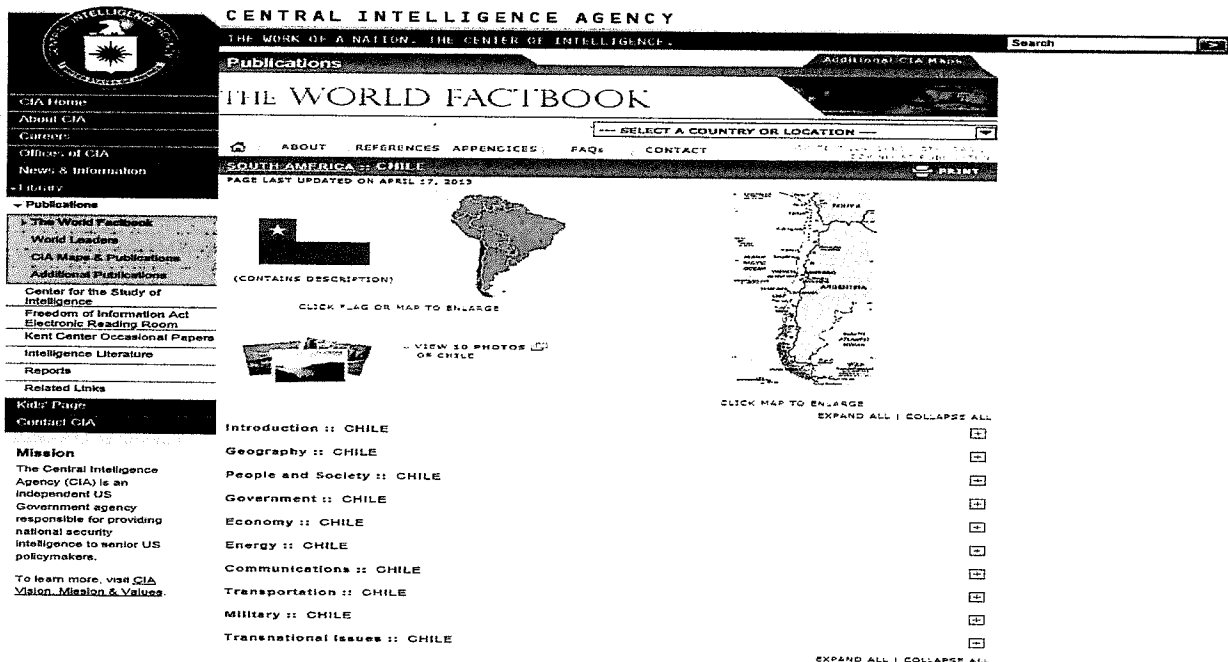
The screenshot shows the website of the Office of the United States Trade Representative. The header includes the U.S. Trade Representative's seal and the text "OFFICE of the UNITED STATES TRADE REPRESENTATIVE EXECUTIVE OFFICE OF THE PRESIDENT". Navigation links include "Trade Agreements", "Countries & Regions", "Trade Topics", "About Us", "Benefits of Trade", and "Trade Toolbox". The main content area is titled "Chile" and features a pie chart showing trade data. The text states: "U.S.-Chile Trade Facts. U.S. goods and services trade with Chile totaled \$29 billion in 2011. Exports totaled \$19 billion; Imports totaled \$10 billion. The U.S. goods and services trade surplus with Chile was \$9 billion in 2011. Chile is currently our 29th largest goods trading partner with \$25.1 billion in total (two ways) goods trade during 2011. Goods exports totaled \$16.0 billion; Goods imports totaled \$9.1 billion. The U.S. goods trade surplus with Chile was \$6.9 billion in 2011."

Figure 3-1

Source: Office of the United States Trade Representative: <http://www.ustr.gov/countries-regions/countries-z>

CIA World Factbook: <https://www.cia.gov/library/publications/the-world-factbook/> - This website provide additional information not found in the U.S. State Department websites, and is broken out by key subject areas—geography, economy, energy, etc. See Figure 3-2: CIA World Factbook.

CIA World Factbook



The screenshot shows the CIA World Factbook website. The header includes the CIA logo and the text "CENTRAL INTELLIGENCE AGENCY THE WORK OF A NATION. THE CENTER OF INTELLIGENCE". The main content area is titled "THE WORLD FACTBOOK" and features a map of South America with Chile highlighted. The text states: "SOUTH AMERICA :: CHILE. PAGE LAST UPDATED ON APRIL 27, 2013". A table of contents lists various sections: Introduction :: CHILE, Geography :: CHILE, People and Society :: CHILE, Government :: CHILE, Economy :: CHILE, Energy :: CHILE, Communications :: CHILE, Transportation :: CHILE, Military :: CHILE, and Transnational Issues :: CHILE.

Figure 3-2

Source: Office of the United States Trade Representative: <http://www.ustr.gov/countries-regions/countries-z>

Additionally based on the type of potential international business you are investigating you may need to research the Internet for information about current companies or lack thereof in your assigned country. For example if you were looking at the potential of establishing a mining equipment company, you could go to the World Mining Equipment website: <http://www.wme.com/> and see what the potential opportunities are in your assigned country. See Figure 4-1: World Mining Equipment – Excavators – Hydraulic.

World Mining Equipment – Excavators - Hydraulic

The screenshot shows the 'World Mining Equipment' website with a navigation bar including 'Product Search', 'Company Search', 'Getting Listed', 'Advertising', and 'WOMP E-Zine'. The main heading is 'LIEBHERR Excavators - Hydraulic'. Below this, a section titled 'All Countries' lists three companies:

Company Logo	Company Name	Country
	Maxdrill Rock Tools Co Ltd	China
	DYNASET OY, Powered by Hydraulics	Finland
	Liebherr-France SAS	France

Source: <http://www.wme.com/>

Figure 4-1

During the final week of class each team will provide a PowerPoint presentation and briefing of their assigned international business and country, based on the information and research conducted as a result of the MESP assignments from the textbook.

Students will provide a status update Wednesday of each week.

Your MESP presentation and briefing paper are worth a total of 250 points, or 25 percent of your final grade.

A copy of the Presentation Evaluation grade sheet is provided for your reference.