

Business IV Capstone Project: International Business

This consists of two parts:

A. Writing your existing Business Plan you created in any one of your business classes using <https://bizplantool.com/> (Be sure to use your personal email otherwise you won't receive your business plan in PDF)

B. With the business you've planned, you will conduct research to expand your business internationally following these five steps:

- **Step 1: Select a country**

Argentina	Denmark	Ireland	Peru	South Korea
Australia	Egypt	Israel	Philippines	Spain
Austria	France	Italy	Poland	Sweden
Belgium	Germany	Japan	Portugal	Switzerland
Brazil	Hong Kong	Jordan	Russia	Taiwan
Canada	India	Malaysia	Saudi Arabia	Thailand
Chile	Indonesia	Mexico	Singapore	Turkey
Columbia	Yemen	Netherlands	South Africa	Venezuela

- **Step 2: Research the country of interest.**

Determine the business issues pertaining to the following criteria:

1. Time (Punctuality for social and business meetings)
2. Monetary denomination (What is it and what is the current exchange rate to the U.S. Dollar?)
3. Important holidays (When and why?)
4. Work week (Days and hours)
5. Cultural influences on business: Consider taboos, class distinctions, greetings, language, nonverbal communication, negotiations, religion influence etc.)

6. Political influences on business (Consider type of political system, political risk, trade barriers, potential bribery, etc.)

- **Step 3: Business Manual**

Design a short "How to do Business in " _____ " manual for American Business people. This document should incorporate the above business issues into a concise, easy to read manual that is professional and written in a business context. Be creative! Use pictures! Make it visually interesting! Be sure to include a "References" page at the end of the manual.

- **Step 4: Personal Adaptations and Reflections**

Discuss the 3 MOST difficult adjustments YOU would have to make to do business in this country. Your comments should be original, detailed and achievable.

- **Step 5: Written Analysis and Oral Presentation- Findings and Recommendations**

After completing your research and business manual, you'll create a written analysis of whether your business should expand to your country and then present your findings and recommendations.

Written Analysis: Should be 2 pages long

You will need to create an engaging presentation using some type of visual presentation. Be creative, use pictures, video, and more to create a professional presentation that informs and analyzes the pros and cons of doing business in your selected country. Your presentation should finish with your clear and well supported recommendation for whether or not you business should expand to your selected country. ¹

¹ source of project: <http://www.chs.fuhsd.org/ibresearch>