

4.2.2 Assessment of a country as a market

Starter:

* You work in the marketing department for an international business. You have been given the task of identifying a new market where you can sell your company’s products. You are keen to impress at the first meeting with your boss to discuss the potential markets…
* What are the questions that you should be asking your boss before you make suggestions of what country to trade in?

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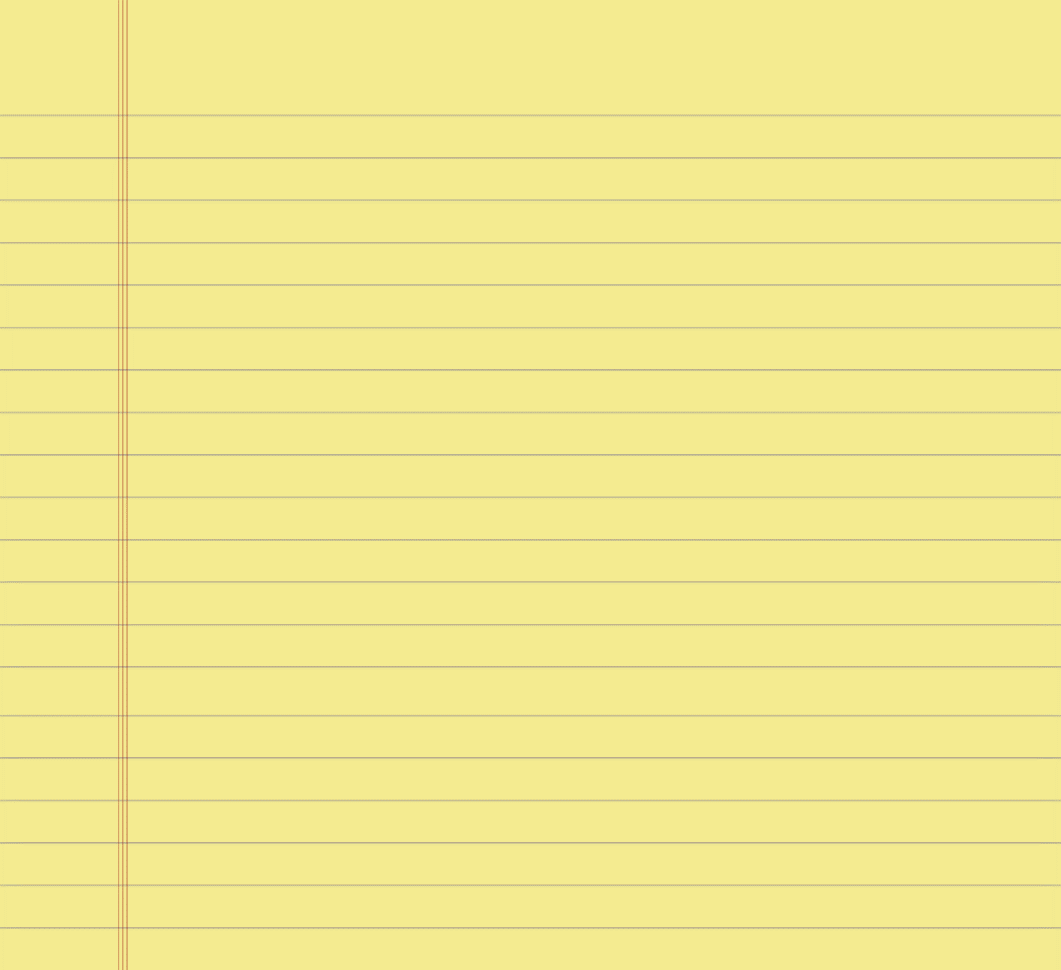
Assessment of a country as a market

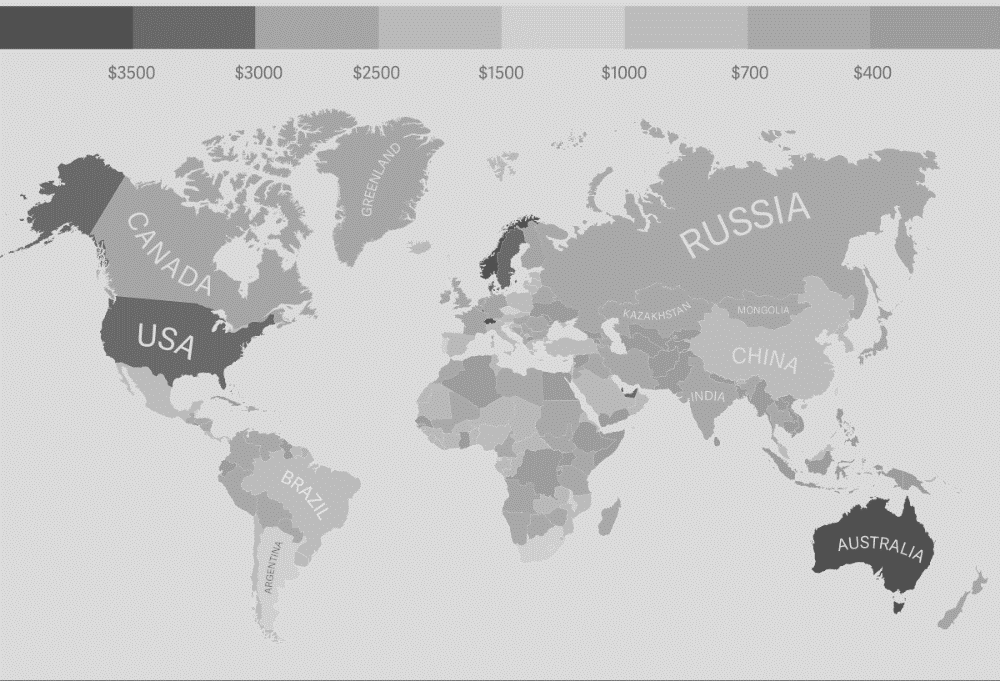
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|  | **Venezuela** | **Russia** | **Switzerland** |
| levels and growth of disposable income |  |  |  |
| ease of doing business |  |  |  |
| infrastructure |  |  |  |
| political stability |  |  |  |
| exchange rate |  |  |  |

Disposable income

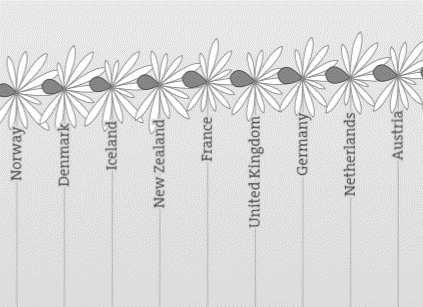
[](http://uk.businessinsider.com/disposable-income-infographic-2015-3)

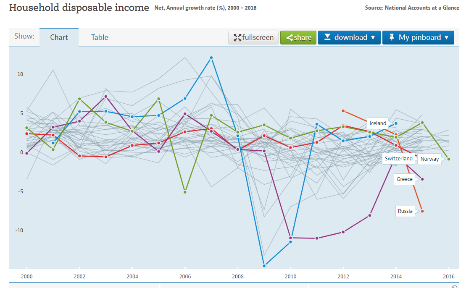




Disposable income per household

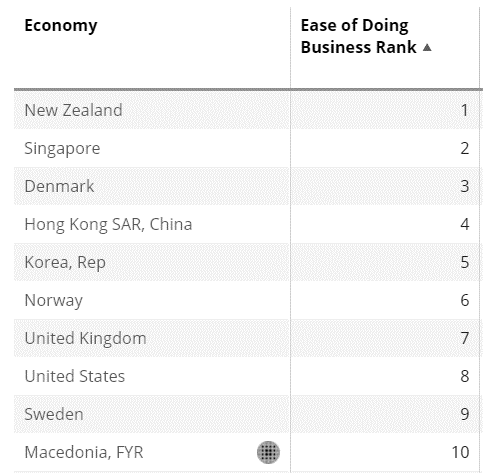
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[](http://www.oecdbetterlifeindex.org/topics/income/)Disposable income – better life index

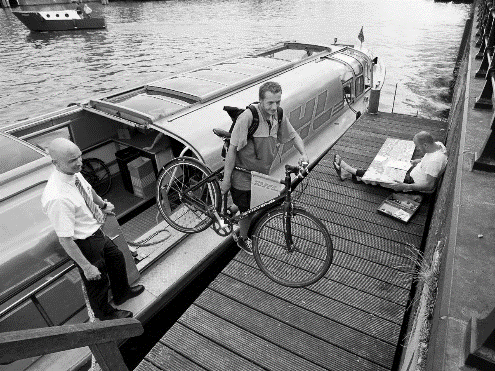
[](https://data.oecd.org/hha/household-disposable-income.htm)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Growth of disposable income

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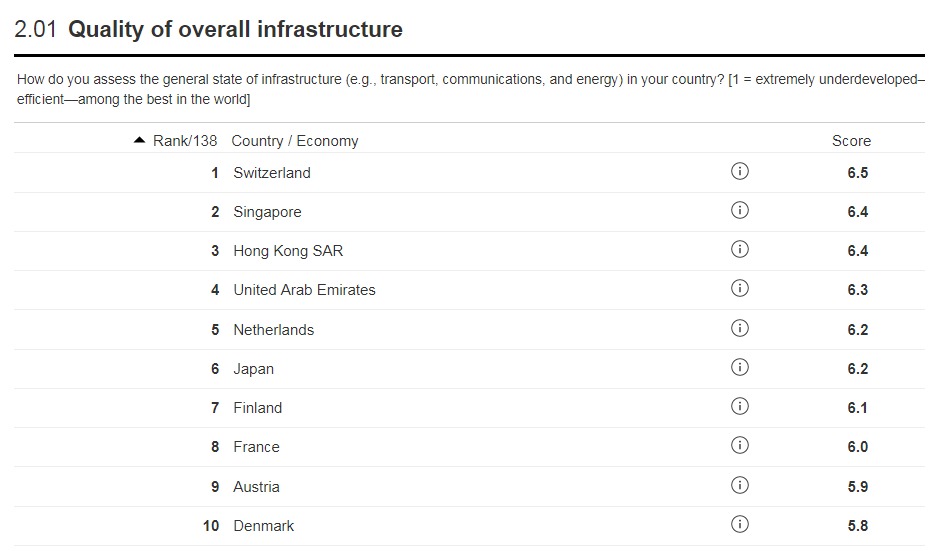
[](http://www.doingbusiness.org/rankings)#2 Ease of doing business

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#3 Infrastructure

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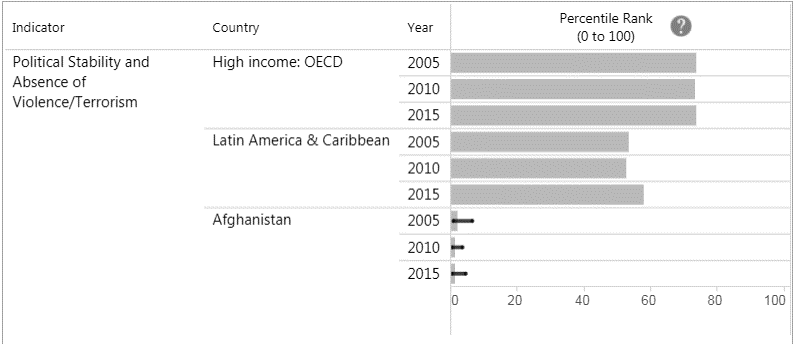
Global competitiveness index

[](http://reports.weforum.org/global-competitiveness-index/competitiveness-rankings/?doing_wp_cron=1504363656.2056028842926025390625#series=EOSQ056)

Why infrastructure is important to sales

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#4 political stability



Political stability – risk factor

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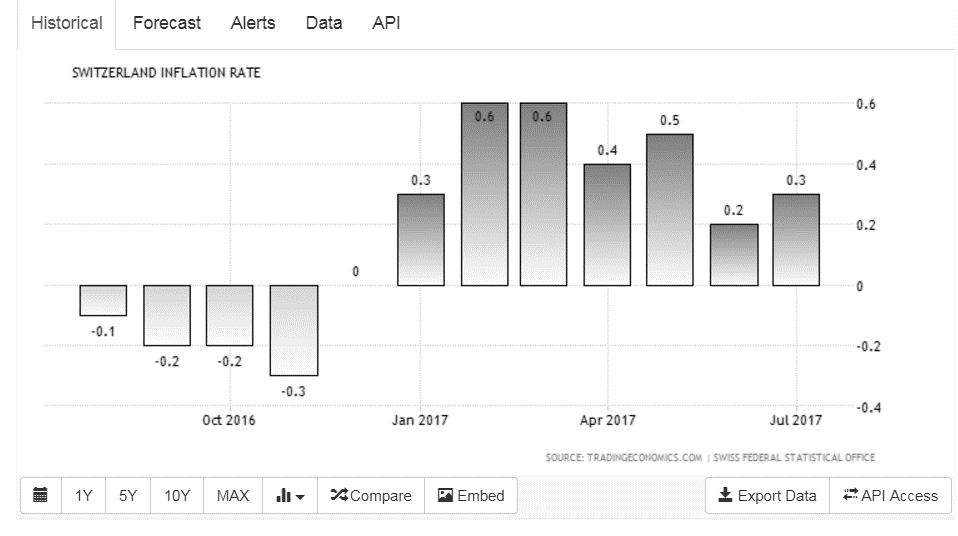
[](http://www.bbc.co.uk/news/world-latin-america-40886198)Why is political stability important?

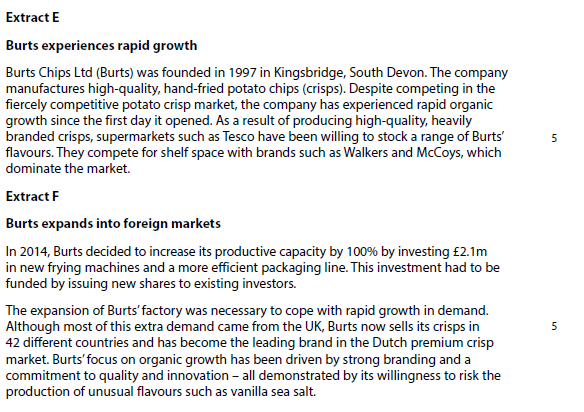
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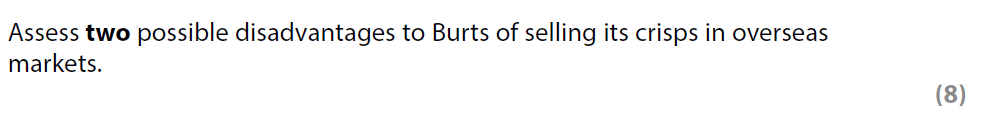
Exchange rates – revision again!

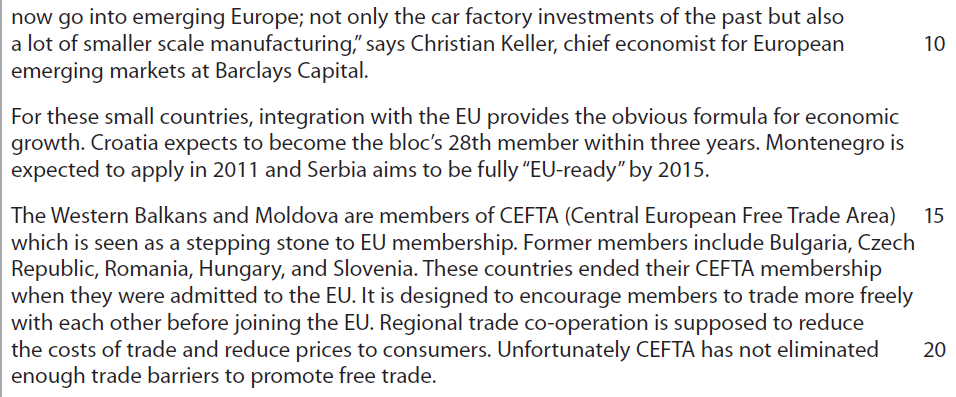
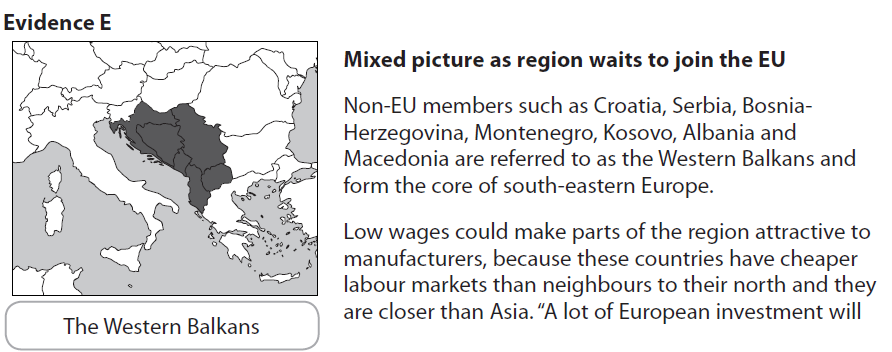
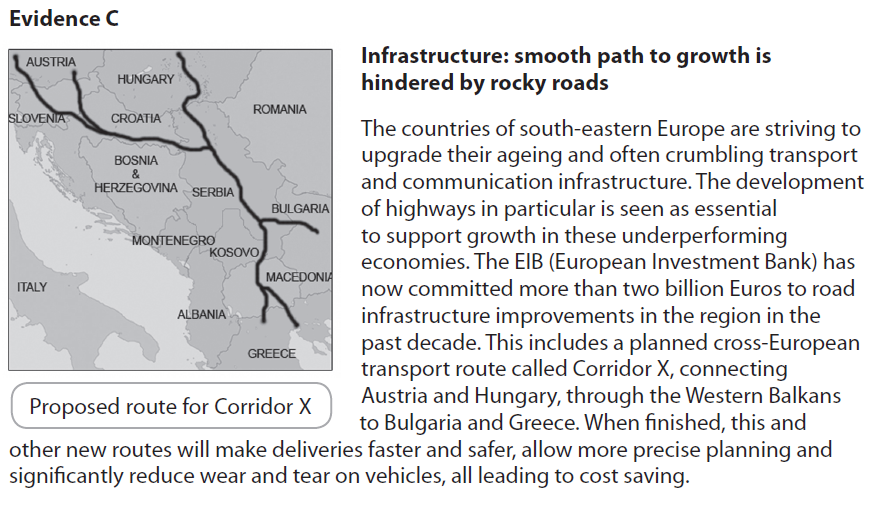
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More data?

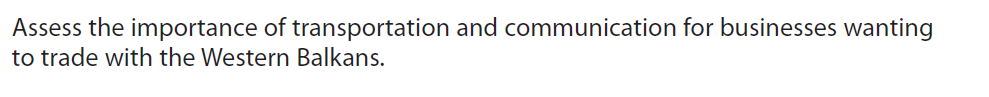
[](https://tradingeconomics.com/switzerland/inflation-cpi)







[10]





[6]





