Term Project

MGT 4478: Managing in a Global Environment

Troy University

**Section Two; Socio-cultural Analysis:**

Your organization has reviewed your country study and has decided to go with your recommendation for their initial international expansion. A complete a socio-cultural analysis needs to be completed to determine the entry strategy, financing, human resource needs, suppliers, marketing, pricing and distribution, and organizational structure.

**Assignment Criteria:**

Write a report (2 – 4 pages, font 12) outlining the socio-cultural factors and discuss any cross-cultural issues that will need to be considered, addressed and understood into for a successful international expansion. You need to use **at least** three outside sources to complete this assignment. **PLEASE** remember to cite all your sources; proper citation of your sources is a requirement for this course.

**Please support all recommendations with sound reasoning and research.**

Your report needs to include but not limited to:

* Demographic Trends
	+ Population growth
	+ Age structure & median age
	+ Life expectancy
	+ Literacy
* Cultural Analysis
	+ Language
	+ Customs and Norms
	+ Traditions
* Social Institutions
	+ Where does the country lie within Hofstede’s dimensions
	+ Family structure
	+ Religious structure
	+ Labor organizations
* Informal Trade Barriers
	+ Barriers that are created by social and cultural factors
	+ Communication styles
	+ Negotiating tactics
	+ Marketing concerns
	+ Ethical concerns
		- Employment practices
		- Human rights
		- Business practices