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