

## **APPENDIX D: MARKET RESEARCH & ASSESSMENT**

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- I. In accordance with the company goals, which countries (or regions) offer the best prospective markets, highest profits, and largest business potential?**
- II. What are the political conditions in each prospective market?**
  - A. Government stability and continuity of policies.
  - B. Internal and external (foreign) opposition.
  - C. Present and historical attitudes toward business and business relations with the United States.
  - D. National economic and development priorities and goals.
- III. What demographic and economic conditions exist?**
  - A. Population size, growth, and distribution.
  - B. Literacy rate and education level, availability of labor and indigenous management potential.
  - C. National income, per capita income, and distribution.
  - D. Economic growth, gross national product (GNP), and industrial sector growth.
  - E. Role of foreign trade in the economy, foreign trade as a percentage of GNP, balance of payments, and debt service ratio on foreign loans.
  - F. Currency situation, inflation rate, conversion and currency controls in the local and international economy, and credit regulations.
  - G. Government/business cooperation and priorities.
- IV. What are the development and infrastructure levels?**
  - A. Natural resources.
  - B. Industrial and technological development.
  - C. Physical distribution and communications network.
  - D. Similarities to and differences from the U.S. market.
- V. What are the regulatory market entry considerations?**
  - A. Limitations on trade: tariff levels, quotas, restrictions on payments, and import licenses.
  - B. Documentation and import regulations of the importing country.
  - C. U.S. documentation and export regulations.
  - D. Foreign standards, accepted industrial practices, measuring systems, and certification procedures.
- VI. What legal considerations apply?**
  - A. Code of laws, civil, or common law system.
  - B. Investment and licensing laws.
  - C. Taxation and capital repatriation laws.
  - D. Employment laws.
  - E. Patent, trademark, antitrust, and advertising laws.
  - F. Relevant treaties (signed and enforced) by foreign nations.
  - G. Reality of the law versus the letter of the law.
- VII. What government assistance is available?**
  - A. U.S. government assistance.
  - B. Foreign government assistance and attitudes toward the specific technology being transferred.
  - C. Bilateral relations, programs, and treaties between the United States and the importing nation.
  - D. Development incentives and tax "holidays" for foreign investors.
- VIII. Who are the competitors?**
  - A. Host country
  - B. Other countries