

APPENDIX E: MARKET FACTOR ASSESSMENT

MARKET FACTOR ASSESSMENT	Country Rating	Country Rating
COUNTRY NAME		
Demographic/Physical Environment:		
•Population size, growth, density		
•Urban and rural distribution		
•Climate and weather variations		
•Shipping distance		
•Product-significant demographics		
•Physical distribution and communication network		
•Natural resources		
Political Environment:		
•System of government		
•Political stability and continuity		
•Ideological orientation		
•Government involvement in business		
•Attitudes toward foreign business (trade)		
•National economic and development priorities		
Economic Environment:		
•Overall level of development		
•Economic growth: GNP, industrial sector		
•Role of foreign trade in the economy		
•Currency: inflation rate, availability, controls, stability		
•Balance of Payments		
•Per capita income and distribution		
•Disposable income and expenditure patterns		

MARKET FACTOR ASSESSMENT	Country Rating	Country Rating
Social/Cultural Environment:		
•Literacy rate, educational level		
•Existence of middle class		
•Similarities and differences in relation to home market		
•Language and other cultural considerations		
Market Access:		
•Limitations on trade: high tariff levels, quotas		
•Documentation and import regulations		
•Local standards, practices, and other non-tariff barriers		
•Patents and trademark protection		
•Preferential treaties		
•Legal considerations for investment, taxation		
Product Potential:		
•Customer needs and desires		
•Local production, imports, consumption		
•Exposure to and acceptance of product		
•Availability of linking products		
•Industry-specific key indicators of demand		
•Attitudes toward products of foreign origin		
•Competitive offerings		
Local Distribution and Production:		
•Availability of intermediaries		
•Regional and local transportation facilities		
•Availability of manpower		
•Conditions for local manufacture		