**Country Analysis Report Task Guidelines**

**Task**:  Assume that you are an international business consultant to **Trenton Estate**, an Australian winery that produces fine wines. The firm would like to explore opportunities for international growth. Your task is to analyse the market potential for **exporting** Trenton Estate’s products in **Japan** and **South** **Korea**.

Your task is to write a report that analyses and compares the socio-economic, political and business environments of Japan and South Korea. Your report will conclude with a country recommendation, and justification for your selection based on a weighted index.

**Submission:** Submit your report via Safe Assign before **11.59pm on** **Friday 1st May 2020.** Use Word to compile your report but submission is often easier if you then save it as a PDF file. Do not include this task guidelines document or the criteria sheet in your upload.

**Recommended Length:** 1,500 words from Introduction to Conclusion (title page, references and in-text citations, words in tables and graphs are not included in the word count).

**Note**: Trenton Estate is not a real company. This is a simulated firm used only for the purpose of this assignment.

**Country Analysis Research**

**Getting started**: Begin by considering the company and its products. Although Trenton Estate is not a real company, it mimics a number of wine producers in Australia and you can gain a better understanding of this type of business by taking a look at their websites.

Your task is to research quality academic and industry resources for broad country indicators, as well as specific variables particularly important for the exporting of fine wine. Some suggestions to start with include broad macroeconomic variables such as the size and features of the economy; tariff and non-tariff trade barriers; trade relationship with Australia; levels of political risk, Ease of Doing Business, etc.

***Available via the QUT Library:***

**EIU Country Data**: An analytical database of worldwide economic indicators and forecasts. The database covers over 300 economic series for more than 200 countries.

**IBISWorld Industry Report:** Key statistics and analysis on market characteristics, operating conditions, current and historical performance, five-year forecasts and major industry participants. Suggestion: **IBISWorld Industry Report (Wine Production in Australia).**

**Marketline Advantage**: A respected source of business information on countries, industries and companies.

**Passport GMID:** Global Market Information Database provides business oriented statistics, analysis and forecasts for countries, companies, markets and consumers. As well as country profiles for both countries, this database has relevant reports for both countries.

**PRS Country Data**: Assesses political risk for most countries.

***Available online:***

**Australian Department of Foreign Affairs and Trade:** <http://dfat.gov.au/>

**Austrade**: <http://www.austrade.gov.au/>

**The Handbook of Country Risk**: <http://www.coface.com/Economic-Studies-and-Country-Risks>.

**The Heritage Foundation’s Index of Economic Freedom:** <http://www.heritage.org/index/>

**The World Economic Forum’s Competitiveness Report**: An annual report on the competitiveness of nations, ranking and analysing how a nation’s environment creates and sustains the competitiveness of enterprises. http://www3.weforum.org/docs/GCR2017-2018/05FullReport/TheGlobalCompetitivenessReport2017%E2%80%932018.pdf

**Transparency International:** ([www.transparency.org](http://www.transparency.org)) Transparency International is a global organisation which aims to fight corruption, and rates countries on a Corruption Perceptions Index.

**World Bank:** Has data and analysis of a wide range of socio-economic indicators as well as its Ease of Doing Business rankings (<http://www.doingbusiness.org/rankings>).

The Assessment #2 Country Analysis folder provides a link under the Library Materials heading called **Library Guides**. This will provide you with access to many of the above resources. The QUT library also provides access to many academic journals, which include articles on global business, via ProQuest. **Important to note** - Avoid online Factbooks, Encyclopaedia, Trading Economics, Infoplease, Wikipedia and lecture slides as these are not considered proper academic references.

**Writing the Country Analysis Report**

**Title page**: In general, this has a descriptive title, date, the name of your company and usually your name and position within the company.

**Table of contents**: - Place the major headings and sub-headings down the left side of the page. On the right, put the page number where each can be found in the report.

**Introduction:** Includes the context, purpose and significance of the report. (eg. This report analyses the economic, political and business environments of Japan and South Korea and their market potential for fine wine). Include a very brief company and product profile (50 words or fewer) to introduce your business.

**Report Body:** Following the introduction, the remainder of the body section is presented in logical sub-sections. Your final headings and sub-headings will depend on what your analysis has uncovered. Aim to find quality information and evaluate it in relation to the relevant business objectives of Trenton Estate. Make some visuals (tables and graphs). You could include the graph of % Change in GDP you made as part of Assessment One.

**Country Choice:** Present here your choice of country. This section is particularly important and will include your **weighted index** and the reasons you included the variables and their weightings; a **discussion** of the major report findings; and the advantages (and disadvantages) of your choice of country over the second country.

**Conclusion:** Provide a **very** brief synopsis of your country choice and perhaps a recommendation for how to proceed (50 - 70 words). **Note:** in some texts on report writing Conclusions is treated as a large section following presentation and discussion of data; in your report, however, you will have already presented your conclusions in your Country Choice section, so the Conclusion section signals the end of the report.

**List of** **references**:  List the sources cited in your report using APA referencing. See QUT cite/write (http://www.citewrite.qut.edu.au/).

**Suggested structure for BSB119 Country Analysis Report**

**Title page**

**Table of Contents**

**1.0 Introduction**

**2.0 Economic Environment**

**2.1…………….**

**2.2…………….**

**3.0 Political Environment and Risk**

**3.1 ………..**

**3.2 ………..**

**4.0 Business Environment**

**4.1 ……………..**

**4.2 Market Potential**

**5.0 Country Choice**

**5.1 Weighted Index**

**6.0 Conclusion**

**List of References**

**What information can you potentially cover in a report like this? Some ideas to get started...**

**Economic Environment**

Snapshot of the economy, strengths and challenges, major economic indicators such as % change in GDP (already completed in Assessment One), unemployment and inflation trends, social/demographic data such as population and GDP per capita, etc.

**Political Environment**

Political system (briefly), current government priorities and challenges, trade relationship with Australia, political risk factors such as levels of corruption and political stability, etc.

**Business Environment**

Ease of Doing Business ratings, Trading Across Borders and Enforcing Contracts, relevant industrial and consumer trends, quality of infrastructure, potential for online business, etc.

From your perspective as International Business Consultant to **Trenton Estate**, think about what the business is likely to be most interested in understanding if they are trying to make a choice between two export markets.

**Please check the Frequently-Asked Questions (FAQs) document available on Blackboard (“Assessment 2” folder) prior to emailing questions about this assignment to your lecturer or tutor.**

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