Country Attractiveness

Module-I MBA II Semester

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Introduction:

- Country Attractiveness can be understood as the extent of attractiveness a country possesses to fascinate foreign investors.

- Market and industries openings are the two aspects owing to which the country attractiveness is evaluated.

- Different basis are significantly taken into consideration by businesses for dedicating to a specific market.

- The benchmark taken into account are;

- 1. Economic performance
- 2. the level of market fit with company policies, available resources, objectives, etc.,
- 3. the marketing support infrastructure
- 4. The financial, legal & political environment
- 5. the company's Brand position or future position corresponding to current competition.

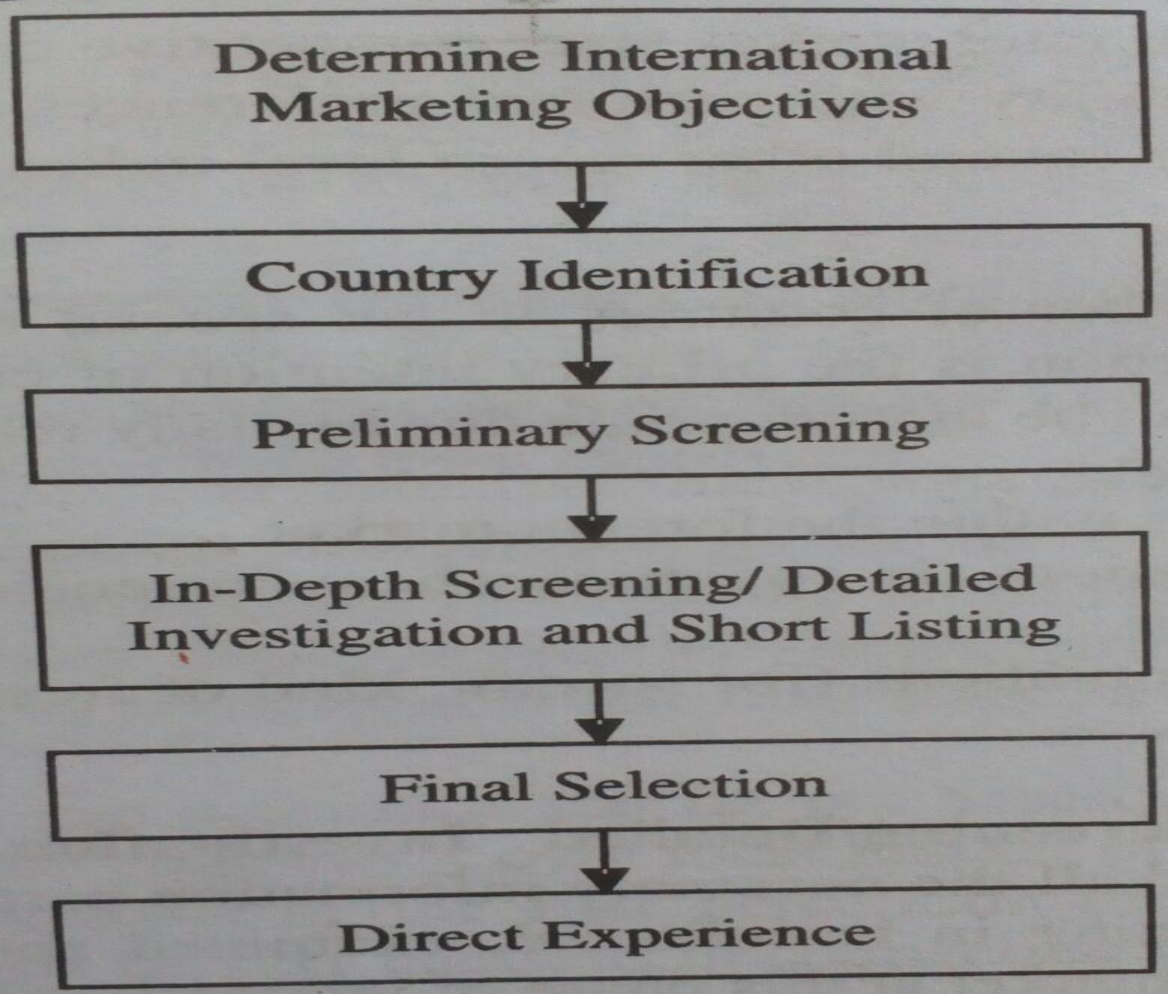
Framework of Country Attractiveness

- Striking a balance between the probable long run advantages of running a business in a particular country compared to the possible risks and costs decides the overall activeness of a country as a market and/or investment location.

- 1. Long run Benefits
- 2. Costs
- 3. Risks

Figure 2.1: Framework of Country Attractiveness

Process of evaluating Country Attractiveness



Process of Evaluating Country Attractiveness

Criteria for assessing country attractiveness:

- Market potential
- Political, legal and financial environment of the country
- Marketing support infrastructure in the country
- Brand/ company franchise relative to competing products/ companies
- Degree of market fit with company policies, goals and resources

Thank you class…