

Country Notebook

The Country Notebook—A Guide for Developing a Marketing Plan

The Country Notebook Outline

- Cultural Analysis
- Economic Analysis
- Market Audit and Competitive Market Analysis
- Preliminary Marketing Plan

I. Cultural Analysis

Guideline

- I. Introduction
- II. Brief discussion of the country's relevant history
- III. Geographical setting

- A. Location
- B. Climate
- C. Topography

- IV. Social institutions

- A. Family

1. The nuclear family
 2. The extended family
 3. Dynamics of the family
 - a. Parental roles
 - b. Marriage and courtship
 4. Female/male roles (changing or static?)

- B. Education

1. The role of education in society
 - a. Primary education (quality, levels of development, etc.)
 - b. Secondary education (quality, levels of development, etc.)
 - c. Higher education (quality, levels of development, etc.)

2. Literacy rates

C. Political system

1. Political structure

2. Political parties

3. Stability of government

4. Special taxes

5. Role of local government

D. Legal system

1. Organization of the judiciary system

2. Code, common, socialist, or Islamic-law country?

3. Participation in patents, trademarks, and other conventions

4. Marketing Laws

E. Social organizations

1. Group behavior
2. Social classes
3. Clubs, other organizations
4. Race, ethnicity, and subcultures

F. Business customs and practices

V. Religion and aesthetics

A. Religion and other belief systems

1. Orthodox doctrines and structures
2. Relationship with the people
3. Which religions are prominent?

4. Membership of each religion

5. Any powerful or influential cults?

B. Aesthetics

1. Visual arts (fine arts, plastics, graphics, public art, colors, etc.)
[writing guide](#)

2. Drama, ballet, and other performing arts

3. Folklore and relevant symbols

VI. Living conditions

A. Diet and nutrition

1. Meat and vegetable consumption rates

2. Typical meals

3. Malnutrition rates

4. Foods available

B. Housing

1. Types of housing available

2. Do most people own or rent?

3. Do most people live in one-family dwellings or with other families?

C. Clothing

1. National dress

2. Types of clothing worn at work

D. Recreation, sports, and other leisure activities [writing guide](#)

1. Types available and in demand

2. Percentage of income spent on such activities

E. Social security

F. Health care

VII. Language

A. Official language(s) [writing guide](#)

B. Spoken versus written language(s)

C. Dialects

VIII. Executive summary

IX. Sources of information

X. Appendixes

II. Economic Analysis

Guideline

I. Introduction

II. Population

A. Total

1. Growth rates
2. Number of live births
3. Birthrates

B. Distribution of population

1. Age
2. Sex
3. Geographic areas (urban, suburban, and rural density and concentration)

4. Migration rates and patterns

5. Ethnic groups

III. Economic statistics and activity

A. Gross national product (GNP or GDP)

1. Total

2. Rate of growth (real GNP or GDP)

B. Personal income per capita

C. Average family income

D. Distribution of wealth

1. Income classes

2. Proportion of the population in each class

3. Is the distribution distorted?

E. Minerals and resources

F. Surface transportation

1. Modes
2. Availability
3. Usage rates
4. Ports

G. Communication systems

1. Types
2. Availability
3. Usage rates

H. Working conditions

1. Employer-employee relations
2. Employee participation
3. Salaries and benefits

I. Principal industries

1. What proportion of the GNP does each industry contribute?
2. Ratio of private to publicly owned industries

J. Foreign investment

1. Opportunities?
2. Which industries?

K. International trade statistics

1. Major exports
 - a. Dollar value
 - b. Trends
2. Major imports
 - a. Dollar value
 - b. Trends
3. Balance-of-payments situation
 - a. Surplus or deficit?
 - b. Recent trends
4. Exchange rates
 - a. Single or multiple exchange rates?
 - b. Current rate of exchange
 - c. Trends

L. Trade restrictions

1. Embargoes
2. Quotas
3. Import taxes
4. Tariffs
5. Licensing
6. Customs duties

M. Extent of economic activity not included in cash income activities [writing guide](#)

1. Countertrades
 - a. Products generally offered for countertrading
 - b. Types of countertrades requested (i.e., barter, counterpurchase, etc.)

2. Foreign aid received

N. Labor force

1. Size
2. Unemployment rates

O. Inflation rates [writing guide](#)

IV. Developments in science and technology

A. Current technology available (computers, machinery, tools, etc.)

B. Percentage of GNP invested in research and development

C. Technological skills of the labor force and general population

V. Channels of distribution (macro analysis)

A. Retailers

1. Number of retailers
2. Typical size of retail outlets
3. Customary markup for various classes of goods
4. Methods of operation (cash/credit)
5. Scale of operation (large/small)
6. Role of chain stores, department stores, and specialty shops

B. Wholesale middlemen [writing guide](#)

1. Number and size
2. Customary markup for various classes of goods

3. Method of operation (cash/credit)

C. Import/export agents

D. Warehousing

E. Penetration of urban and rural markets

VI. Media

A. Availability of media

B. Costs

1. Television

2. Radio

3. Print

4. Other media (cinema, outdoor, etc.)

C. Agency assistance

D. Coverage of various media

E. Percentage of population reached by each of the media

VII. Executive summary

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III. Market Audit and Competitive Market Analysis

Guideline

I. Introduction

II. The product

A. Evaluate the product as an innovation as it is perceived by the intended market

1. Relative advantage

2. Compatibility

3. Complexity

4. Trialability

5. Observability

B. Major problems and resistances to product acceptance based on the preceding evaluation

III. The market [writing guide](#)

A. Describe the market(s) in which the product is to be sold

1. Geographical region(s)
2. Forms of transportation and communication available in that (those) region(s)
3. Consumer buying habits
 - a. Product-use patterns
 - b. Product feature preferences
 - c. Shopping habits
4. Distribution of the product
 - a. Typical retail outlets
 - b. Product sales by other middlemen
5. Advertising and promotion
 - a. Advertising media usually used to reach your target market(s)
 - b. Sales promotions customarily used (sampling, coupons, etc.)
6. Pricing strategy
 - a. Customary markups
 - b. Types of discounts available

B. Compare and contrast your product and the competition's product(s)

1. Competitor's product(s)
 - a. Brand name
 - b. Features

 - c. Package

[insert text here]

2. Competitor's prices

[insert text here]

3. Competitor's promotion and advertising methods

[insert text here]

4. Competitor's distribution channels

[insert text here]

C. Market size [writing guide](#)

[insert text here]

1. Estimated industry sales for the planning year

[insert text here]

2. Estimated sales for your company for the planning year

[insert text here]

D. Government participation in the marketplace

[insert text here]

1. Agencies that can help you

[insert text here]

2. Regulations you must follow

[insert text here]

IV. Executive summary [writing guide](#)

[insert text here]

V. Sources of information

[insert text here]

VI. Appendixes

[insert text here]

IV. Preliminary Marketing Plan [writing guide](#)

Guideline

I. The marketing plan

[insert text here]

A. Marketing objectives [writing guide](#)

[insert text here]

1. Target market(s) (specific description of the market)

[insert text here]

2. Expected sales 20-

[insert text here]

3. Profit expectations 20-

[insert text here]

4. Market penetration and coverage

[insert text here]

B. Product adaptation or modification [writing guide](#)

[insert text here]

1. Core component

[insert text here]

2. Packaging component

[insert text here]

3. Support services component

[insert text here]

C. Promotion mix

[insert text here]

1. Advertising

[insert text here]

a. Objectives

[insert text here]

b. Media mix

[insert text here]

c. Message

[insert text here]

d. Costs

[insert text here]

2. Sales promotions

[insert text here]

a. Objectives

[insert text here]

b. Coupons

[insert text here]

c. Premiums

[insert text here]

d. Costs

[insert text here]

3. Personal selling

[insert text here]

4. Other promotional methods

[insert text here]

D. Distribution: From origin to destination [writing guide](#)

[insert text here]

1. Port selection

[insert text here]

a. Origin port

[insert text here]

b. Destination port

[insert text here]

2. Mode selection: Advantages/disadvantages of each mode

[insert text here]

a. Railroads

[insert text here]

b. Air carriers

[insert text here]

c. Ocean carriers

[insert text here]

d. Motor carriers

[insert text here]

3. Packing

[insert text here]

a. Marking and labeling regulations

[insert text here]

b. Containerization

[insert text here]

c. Costs

[insert text here]

4. Documentation required

[insert text here]

a. Bill of lading

[insert text here]

b. Dock receipt

[insert text here]

c. Air bill

[insert text here]

d. Commercial invoice

[insert text here]

e. Pro forma invoice

[insert text here]

f. Shipper's export declaration

[insert text here]

g. Statement of origin

[insert text here]

h. Special documentation

[insert text here]

5. Insurance claims

[insert text here]

6. Freight forwarder [writing guide](#)

[insert text here]

E. Channels of distribution (micro analysis) [writing guide](#)

[insert text here]

1. Retailers

[insert text here]

a. Type and number of retail stores

[insert text here]

b. Retail markups for products in each type of retail store

[insert text here]

c. Methods of operation for each type (cash/credit)

[insert text here]

d. Scale of operation for each type (small/large)

[insert text here]

2. Wholesale middlemen

[insert text here]

a. Type and number of wholesale middlemen

[insert text here]

b. Markup for class of products by each type

[insert text here]

c. Methods of operation for each type (cash/credit)

[insert text here]

d. Scale of operation (small/large)

[insert text here]

3. Import/export agents

[insert text here]

4. Warehousing

[insert text here]

a. Type

[insert text here]

b. Location

[insert text here]

F. Price determination [writing guide](#)

[insert text here]

1. Cost of the shipment of goods

[insert text here]

2. Transportation costs

[insert text here]

3. Handling expenses

[insert text here]

a. Pier charges

[insert text here]

b. Wharfage fees

[insert text here]

c. Loading and unloading charges

[insert text here]

4. Insurance costs

[insert text here]

5. Customs duties

[insert text here]

6. Import taxes and value-added tax

[insert text here]

7. Wholesale and retail markups and discounts

[insert text here]

8. Company's gross margins

[insert text here]

9. Retail price

[insert text here]

G. Terms of sale

[insert text here]

1. EX works, FOB, FAS, C&F, CIF

[insert text here]

2. Advantages/disadvantages of each

[insert text here]

H. Methods of payment [writing guide](#)

[insert text here]

1. Cash in advance

[insert text here]

2. Open accounts

[insert text here]

3. Consignment sales

[insert text here]

4. Sight, time, or date drafts

[insert text here]

5. Letters of credit

[insert text here]

II. Pro forma financial statements and budgets

[insert text here]

A. Marketing budget

[insert text here]

1. Selling expense

[insert text here]

2. Advertising/promotion expense

[insert text here]

3. Distribution expense

[insert text here]

4. Product cost

[insert text here]

5. Other costs

B. Pro forma annual profit and loss statement (first year and fifth year)

III. Resource requirements

[insert text here]

A. Finances

[insert text here]

B. Personnel

[insert text here]

C. Production capacity

[insert text here]

IV. Executive summary [writing guide](#)

[insert text here]

V. Sources of information

[insert text here]

VI. Appendixes [writing guide](#)

[insert text here]
