**Unit 3 Assignment**

**Checklist:**

**Step 1:** Cultural Factors

Identify several cultural factors in the country you are pursuing that may affect market expansion of the bakery such as: behavior patterns, the concept of time, lifestyle, etc. You can use Commisceo© Global Consultancy’s website to research [country cultural factors](https://www.commisceo-global.com/resources/country-guides).

* Considering these cultural factors, do you see them as possible opportunities or threats to entering this market? Please explain your response.

**Step 2:** Demographic Factors

* Identify at least four (4) demographic factors in the country you are pursuing such as education, the size, growth, and density of the population, and age etc. Use the following database as a source of reference for the demographic information: [U.S. Census-International database](https://www.census.gov/data-tools/demo/idb/informationGateway.php). It allows you to look up data by country and years.
* Explain why these demographic factors are opportunities or threats to entering this market.

**Step 3:** Economic Factors

Access [The World FactBook](https://www.cia.gov/library/publications/the-world-factbook/) from the CIA and select the country of choice in the upper right hand corner search box.

* Identify these three economic factors in the country you are pursuing: GDP per capita (see the reading area), GDP growth rate, and the unemployment rate in your chosen country.
* Explain why these economic factors are opportunities or threats to entering this market based on the country you chose.

Use bulleted points to make your main points (3-4 bullets per slide) and then explain those bulleted points in the notes section directly under the slide. Adding the audio necessitates you having either a built-in microphone in your computer or you can use any headset with microphone to record the audio portion. Access [instructions for adding audio](https://kapextmediassl-a.akamaihd.net/business/AB219/1901b/adding_audio_ppts.pdf) to your