**Unit 7 Discussion – Do you believe it?**

**Unit 7 Discussion Guidance – Main Post**

You are about to embark into a new country with your business. However, you are aware that there are differences in culture and societies around the globe. In order for you to understand potential customers better, you have found some cultural data about various countries.

1.  Choose one of the countries listed below as the current home country for your business.

| Algeria | Egypt | Kyrgyzstan | Poland | Trinidad and Tobago |
|---------|-------|------------|--------|---------------------|
| Argentina | Estonia | Lebanon | Qatar | Tunisia |
| Armenia | Georgia | Libya | Romania | Turkey |
| Australia | Germany | Malaysia | Russia | Ukraine |
| Azerbaijan | Ghana | Mexico | Rwanda | United States of America |
| Bahrain | Haiti | Morocco | Singapore | Uruguay |
| Belarus | Hong Kong | Netherlands | Slovenia | Uzbekistan |
| Brazil | India | New Zealand | South Africa | Yemen |
| Chile | Iraq | Nigeria | South Korea | Zimbabwe |
| China | Japan | Pakistan | Spain | |
| Colombia | Jordan | Palestine | Sweden | |
| Cyprus | Kazakhstan | Peru | Taiwan | |
| Ecuador | Kuwait | Philippines | Thailand | |

2.  Choose one of the remaining countries for the new business location.
3.  Choose at least 1 of the categories listed below that you believe will impact your business.
    ○  Importance of family rating (very important, somewhat important, not very important, not at all important)

- ○ Importance of friends rating (very important, somewhat important, not very important, not at all important)
- ○ Importance of leisure rating (very important, somewhat important, not very important, not at all important)
- ○ Importance of politics rating (very important, somewhat important, not very important, not at all important)
- ○ Importance of work rating (very important, somewhat important, not very important, not at all important)
- ○ Importance of religion rating (very important, somewhat important, not very important, not at all important)
- ○ Men have more right to a job than women rating (agree, disagree, neither)
- ○ Ethnic background (173 listed)

4. Using the provided pivot table, you will find the frequency for the category (or intersection of categories) chosen for the countries you selected for your current and new business locations.
5. Use the frequencies found to determine the percentage of the population represented for each country.
6. Write a hypothesis about the situation. Your hypothesis will be stating whether you think the percentage of the population of the new country chosen will be less than, greater than, or not equal to the percentage found for the current country. While writing your hypothesis, be sure to use all the correct notations for $H_0$ and $H_a$.
7. State whether you have a one-tailed lower, one-tailed upper, or two-tailed test.
8. Write a brief description as to how the outcome will impact your businesses success in the new country.

You can also view a Discussion Board starter video to assist you with the Unit 7 Discussion Board in the Unit 7 Live Binder.

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These responses are meant to be a guide on how to address the initial post and do not include all possible responses.

My business started in Brazil, and I am considering having new establishments located in Germany.  Because my business Extreme Racing depends a lot on friends coming and competing with each other in their spare time, I am using the friends and leisure time intersections to assist me with my decision making.

**Count of Importances of friends rating** — Column Labels ▼

| Row Labels | Friends Not at All Important | Friends Not Very Important | Friends Somewhat Important | Friends Very Important | Grand Total |
|---|---|---|---|---|---|
| ⊟ Brazil | 10 | 117 | 430 | 272 | 829 |
| Leisure Not at All Important | | 2 | 5 | 8 | 15 |
| Leisure Not Very Important | | 12 | 55 | 33 | 100 |
| Leisure Somewhat Important | 9 | 66 | 234 | 143 | 452 |
| Leisure Very Important | 1 | 37 | 136 | 88 | 262 |
| Grand Total | 10 | 117 | 430 | 272 | 829 |

**Count of Importances of friends rating** — Column Labels ▼

| Row Labels | Friends Not at All Important | Friends Not Very Important | Friends Somewhat Important | Friends Very Important | Grand Total |
|---|---|---|---|---|---|
| ⊟ Germany | 7 | 63 | 519 | 553 | 1142 |
| Leisure Not at All Important | 1 | | 4 | 4 | 9 |
| Leisure Not Very Important | | 8 | 68 | 59 | 135 |
| Leisure Somewhat Important | 5 | 32 | 287 | 329 | 653 |
| Leisure Very Important | 1 | 23 | 160 | 161 | 345 |
| Grand Total | 7 | 63 | 519 | 553 | 1142 |

I want to compare the percentages of people that are in the intersections of Friends Somewhat Important and Friends Very Important with Leisure Somewhat Important and Leisure Very Important.

In Brazil, the total would be 234+143+136+ 88 = 601 out of 829 people.  This would yield a fraction of 601/829 which is about 72.5% fit into those 4 intersections.
In Germany, the total would be 287+329+160+161 = 937 out of 1142 people. This would yield a fraction of 937/1142 which is about 82% fit into those 4 intersections.

I predict that Germany will have a higher percentage of people in those intersections than Brazil.  This leads me to make the following hypothesis tests.

$H_o$:  p = 0.725
$H_a$:  p > 0.725

Based on my hypothesis, I have a _____ tailed test.

If I were to reject the null hypothesis, that would mean that my company should …

If I were to fail to reject the null hypothesis, that would mean that my company should …