

Country notebook business plan example

[Business](#), [Marketing](#)



Cultural Analysis

Introduction

Cultural analysis in marketing is a close examination on how culture influence hat human purchase. It looks at the interconnection between humans and their environment, institutions and hoe these relations determine their way of life. In business, marketing is influenced by the cultural factors if the product being marketed is perceived as cultural illegal. Marketing analysis on a cultural view will consider factors such as, social institutions, living conditions, language, religion and the geographical setting

Brief discussion of the country's relevant history

The argentine republic is located in southeastern South America. It is the eighth biggest nation in the world and the second largest in Latin America with a main land of 2, 780, 400km². It is the largest Spanish speaking country in the region. Due to its stability, market size and increasing high tech, it is classified as a middle economy with a very high human development index. It has a population of 41, 660, 417 people according to the 2013 estimates.

Geographical setting

Occupying most parts of the SA, it has some of the world's highest mountains, extensive deserts and extraordinary falls. It has a diversity of land ranging from wild remote areas in the southern to the bustling metropolis in the north. Its climate range from subtropical in the north to sub polar in the north but the central part has a temperate climate. It is a

lowland country with four topographical regions: the Andean, Patagonia, subtropical and the pampas regions (King, 1986).

Social institutions

Like all other cultures in the world, the basic unit is the family. They have a small family size of two children. They recognize the extended family and come together in special festive seasons. The legalization of divorce has caused an increase in single-parenthood. Raising the children is for the mother and fathers are the providers (Huberman, 2011). Dating begins at the age of fifteen and the young couples are involved in movie and dancing activities as part of dating.

Education prepares individual for future leadership and employment by gaining knowledge and skills. Primary education comprises the first EP cycle that is grade 1-6. Secondary education has two levels with the first a common level and the second based on orientation. Higher education has three levels: tertiary, university and post-graduate level (King, 1986).

It has a federal government, which recognizes three branches of the government: executive, legislative and judicial. Major political parties are justicialista and the radicals. The government controls the distribution of resources from the national to the provincial treasuries (Huberman, 2011).

Religion and aesthetics

Argentine major religion is Roman Catholics catholic although in the 19th century some Jews moved into the northern part. Argentines are social people and they have good relation with their neighbors. Argentine has international writers. Institutions of higher education train artists in all types

of graphic arts. Municipal governments support performing arts, music and drama.

Living conditions

Argentines are fond of beef and pastas. Spanish and Italian cuisine inspires every cooking while French cuisines are for special occasions. Both vegetables and meat are included in festive dishes. Work schedule has changed the eating habit with fast foods gaining popularity. Argentine does not have high rates of malnutrition compared to other countries in the Latin America (Huberman, 2011).

Housing is an economical status issue. People live in different estates depending on their economic status and most people in the cities live in rented houses. Their clothing is similar to the Europeans and American. The national dress is the popular gaucho and shoes with strong canvas and rope. This dressing is however not popular in the cities (Blyth, & Landau, 2004). There are good beaches for recreation. The flat plains provide racing ground for cars and horses. Golf is a sport enjoyed in the country and its football team has world recognition.

The national language is Spanish though it has an Italian accent. There are other languages in the country like Italian, German, French and indigenous ones like Mapuche, Aymara, Toba and Quechua (Blyth, & Landau, 2004).

Economic analysis

Introduction

Argentina is a country that is in a better economic position since it is endowed with natural resources, it is export-oriented agricultural sector, has

high literate population, and a diversified industrial base. Although 100 years ago Argentina was ranked among the world's wealthiest countries, its economy has deteriorated in 20th century due to persistent current account and fiscal deficit, recurring economic crisis, capital flight, and high inflation.

Population

The total population of Argentina constitutes 48. 9% male and 51. 1% female making an aggregate population of 41, 707, 280 people in 2013. In 2008, the population growth rate hit an estimate of 0. 92 percent annually with death rate of 7. 54 deaths and birth rate of 16. 32 live births per 1000 inhabitants. The population constitutes 25. 2% of people aged 14 and below, 63. 6% aged between 15 and 65, and 11% of people above 65 years. The total sex ration is 0. 97 male per one female. The indigenous population is over 1% of the total population, while minorities such as Blacks, Mestizos and Asian are dominated ethnic groups. The net migration in 2012 was 0 migrant(s) per 1000 population (Wittekind, 2012). The country is highly urbanized with majority living in cities.

Economic statistics and activities

In 2012, the Argentina's nominal GDP was \$475 with a growth rate of 1. 9%, and a nominal GDP per capita of \$11, 576. The population below poverty line in the same year was 8. 3%, an inflation of 10. 8%, and unemployment rate of 7. 2% in 2013. Mining is the growing industry that contributes 4% of the GDP, while petroleum and petroleum fuels generates 10% of the country's export. Middle class constitute the largest portion of 70% while low class and upper class constitutes around 12 and 18 percent (Wittekind, 2012). The

surface transport in Argentina is comprised of the complex network of routes containing low-cost long-distance buses and cargo trucks.

Development in science and technology

The current technology in Argentina is concentrating on the nuclear physics, medicine, biotechnology, space and rocket technology, nanotechnology and other fields that are connected to the country's main economic activities.

The country exports high technology products such as computers, aerospace, scientific instruments, pharmaceuticals, and electrical machinery. With the help of US\$ 33 million from the GNP, the country is able to develop science and technology to an international level (World Bank, 2012). In addition, there is a well-educated workforce, with over 1.5 million students that have attained university degree which is the highest rate considering the relative population.

Channel of distribution

In Argentina, the distribution channels vary according to the type of the product in the market. There are those channels that involve producers and consumers only, while others are more complex with intermediaries such as agents and brokers. For the case of Salsa Lizano, which is produced by Lizano Company, the Self Distributing Retailing which is the most widespread structure in Argentina is the best channel. The producer uses distribution centers and retail stores to share technical design, promotional services, and make. The flow of the distribution channel is as follows:

Producer and retail stores and distribution centers final consumer

Media

The internet usage in Argentina has been increasing at a significant rate since 2000. In 2012, 55.85% of the population have been using the internet which makes it a preferable channel for advertisement of Salsa Lizano. The usage of mobile phones and tablets has been increasing to 2.1% of the internet pages. Therefore, it would be necessary to consider internet as a promotional mix and strategy in Argentina (World Bank, 2012).

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