

Business memo

[Business](#), [Company](#)



References: Provide at least 4 footnoted or parenthetically cited references, and a bibliography. One of these references should come from one of Park's Online Library databases (Lexis-Nexis, Ebsco, ProQuest, etc.). One reference must come from a government site such as the CIA World Factbook or the Library of Congress. and one from a . com, . edu, or . org site. Do not use Wikipedia as a documented reference. Use MLA, APA, or Chicago style for your documentation format, and state at the top of your bibliography which documentation style you are using.

Potential audience: Your primary reader will be the company CEO, who is somewhat detail-oriented, is very focused on the company's goals. The CEO is somewhat of a stickler about needing reliable and current information for decision making. Background and Scenario: Assume that your employer, a North American company with approximately 300 employees, will soon begin doing business in a specific foreign country, and that 25 employees, including you, may be transferred there. The CEO has asked you to conduct research on the current conditions in that country, and report your findings in a memo to him.

TASK: Read four or more articles on that country from recent newspapers or magazines, or from other sources, especially online. Describe in a memo what you have learned about economic, political, business, and other current conditions in the country. Cover at least the current economic, business, and political conditions in separate, well-developed paragraphs, each of which should contain documented information from your research and your analysis as to how that information relates to the company's mission and goals.

Do not report on cultural considerations for doing business in that country; you will focus on this in your next writing assignment. NOTE: You may pick any country you like, and the hypothetical company may be involved in any type of business you like. In addition to Park's Online Library resources, use search engines, libraries and other means to look for information on the Internet and elsewhere. I encourage you to work together on the research, and will be pleased to help. Two additional sites you'll find useful are: The CIA World Factbook.

This is an important site for information on countries. This site is especially good for support of research for doing business internationally. The World Newspaper List. This site contains links to English versions of all of the major newspapers in most of the countries of the world. Be sure to check it out! Reminder: Be sure to document all sources you use – always – with both footnotes or parenthetical citations and a bibliography. The course “Webliography” area has some guides on annotation (footnote/endnote) and bibliography formats.