# **Module: Economic Geography, Module Assessment: International Business Plan Template**

## **Part One: Description of Your Business**

1. What type of goods or services will you sell? Does this fall into a category of primary, secondary, tertiary, or quaternary level of activity?
2. What type of natural resources will be needed to support your business?
3. What type of capital resources will be needed to support your business?
4. What type of human resources will be needed to support your business?
5. Is it better to establish a headquarters in a developed or developing nation? Why?

## **Part Two: Location of Your Business**

1. In what country and city will the company’s headquarters be located?
2. Describe the city. Be sure to include information about the city’s site and situation, its current functions, its influence on surrounding regions, and any problems it is dealing with.
3. What types of natural resources needed for your business can be found in this city/country?
4. What types of natural resources might you have to import?
5. What types of human resources needed for your business can be found in this city/country? Remember to consider the level of education, skills, and managerial abilities required for employees.
6. What types of capital resources are already available in this city/country, and what types of new investments may you need to make?
7. Will the city/country potentially be negatively impacted from your company’s use of its natural, human, or capital resources? Explain.
8. Is this country affiliated with an economic trade union? Will this have an effect on your company?
9. Based on your company’s specialization, will you be selling items within the country, exporting items outside of the country (and to whom), or both? Be sure to consider comparative advantage in your explanation.