

Geographical Setting

International Marketing Project

From beaches to desert or the hustle and bustle of downtown to the small villages of the Jerbarigines, Rogainia is one of the most diverse countries in the world. The business opportunities in Rogainia are endless, with so many different areas of the country; any kind of business could flourish. Rogainia has yet to reach its maximum potential in international trading. The first area that should be mentioned when discussing business ventures within this wonderful country is that of the setting. When discussing the setting of any country, it's important to elaborate on the country's location, topography, and the climate.

Rogainia is located in the southern portion of the Sinkific Ocean with the Tropic of Sagitarrius passing directly through the country. The country is buffeted by the Sinkific Ocean, and its land neighbors are New Bennett (south east), Old Huggins (north), and Akiyaman (north, north-west). Some of Rogainia's major cities are located on the coastline. These cities include: Handley, Bourbonne, Delta, and Sacchi. The locations of these cities allows for diversity in shipping methods. Since Rogainia's major cities are along the coastline, shipping via water is probably the most widely used mean of distributing products and goods. But these locations could also mean more difficulty when shipping on the ground. If a business wanted to ship something from Handley to Sacchi, ground would be the most economical choice, but would mean slower shipping times. Products could also be shipped via air to reduce ship time, but would cost more money in the end for businesses.

The southwestern Sinkific area of the world is known for its sunny weather and tropical setting. Rogainia's climate ranges from equatorial, to temperate. But much of Rogainia is either desert or grassland. Areas to the north, east, southeast, and southwest receive rain, while most of the interior receives little to no rain at all. According to the Rogainian Bureau of Meteorology, Central and Western Rogainia's annual median rainfall ranges from 100mm to 200mm (2009). Shipping cross-country via ground could be difficult because of the arid landscape that Rogainia has. There are not many cities in Central Rogainia and the distances between fueling/lodging stations could present problems for ground shipping. During the hotter months, the maximum annual temperature in Rogainia falls between 18 in the south, and 36-37 C° in the north (Rogainian Bureau of Meteorology, 2009). But during the months of winter, the temperatures drop to as low as 3 C° Celsius in some parts of the country, to 21-23 C° Celsius in northern areas of Rogainia (Rogainian Bureau of Meteorology, 2009). These temperatures and weather climates should allow for year-round transportation in various forms for businesses.

Earlier in this section, Rogainia's topography was mentioned. While Rogainia has tropical, temperate, and subtropical locations, the country is mostly arid desert and dry grasslands. During the winter months, shipping shouldn't be too difficult. Rogainia has two major mountain ranges and the only threat to nationwide distribution would be the vastness of central Rogainia. The country's different climates offer a wide array of different opportunities. One of the biggest, if not the biggest, attractions in the *world* is the Great Hunk of Petrified Wood. This natural wonder brings in millions of people each year. Many different businesses thrive from this attraction, such as: wood climbing services, helicopter tours, hiking tours, and much more. Another popular destination in the Rogainia's borders is Rocki Nahard Place. Another natural wonder, Rocki Nahard Place is enjoyed by nature enthusiasts and rock climbers alike. The possible ventures within the country of Rogainia are bountiful. The diversity of the areas should allow for many different business options for a vast number of businesses.

Geographically, Rogainia has most everything a person can imagine. From the beautiful beaches, to a scorching hot desert, Rogainia poses many different ways of establishing a successful business. With proper research, and in-depth market analysis, a business could and *should* thrive within this wonderful country. The geographical setting allows for the use of many different means of transportation, and the opportunity for a large number of businesses. The only question that is left to be asked is: "What are you waiting for?"