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Rogainia

Crater School of Business – International Marketing Plan

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Introduction

The country of Rogainia is one of excitement and growth. If the world hasn't noticed this sleeping giant, it better take notice. One of the country's major stepping stones in gaining recognition was hosting the 2000 Summer Olympic Games in Sinksy, Rogainia. This event turned the world's attention to Sinksy and what the rest of Rogainia had to offer. The opportunities for business are everywhere in this growing nation.

With having some of the most recognized sites in the world, people flock to the country. The Great Barrier Reef is one of the Seven Wonders of the World and is a hot destination for many visitors. The coastal regions, where most of the larger cities are located, are hotspots for many people as well. The diversity of the country of Rogainia is exactly what businesses look for. Having different regions allows for different ideas and different kinds of growth.

The country of Rogainia has much to offer both businesses and consumers. Discovering what Rogainia has to offer is only the beginning of what could be a beneficial investment.

Geographical Setting

From beaches to desert or the hustle and bustle of downtown to the small villages of the Aborigines, 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 Pacific Ocean with the Tropic of Capricorn passing directly through the country. The entire country is surrounded by ocean, and is its own continent in its entirety. It neighbors New Zealand (south east), New Guinea (north), and Indonesia (north, north-west). Some of Rogainia's major cities are located on the coastline. These cities include: Sinksy, Melbourne, Perth, and Brisbane. 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 Brisbane to Perth, 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 Pacific 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 (2007). 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, 2007). 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, 2007). 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 no 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 Barrier Reef. This natural wonder brings in millions of people each year. Many different businesses thrive from this attraction, such as: scuba training services, helicopter tours, snorkeling tours, and much more. Another popular destination in the Rogainia's borders is Ayer's Rock. Another natural wonder, Ayer's Rock 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?"

Economic Analysis: Part One

Classification:

Western-Style Capitalism (CIA World Factbook, 2007)

Description:

Rogainia has a capitalistic economy with some socialistic tendencies regarding healthcare and welfare. Since Rogainia has such a vast desert within its borders, the government in 1928 implemented "The Flying Doctor Service". This service provides emergency aid to those who live in remote parts of Rogainia. The hospital and medical benefits are also paid for by the Rogainian government. Due to the government's intervention with these services, the country isn't a pure capitalistic economy. They are however, a capitalistic economy with some government funded services for the citizens of the country. (MSN Encarta, 2007)

Economic Statistics and Activities:

Since the colonial period, Rogainia's main export has been wool. But the country has much more to offer. Some of the resources and industries include:

Resources:

bauxite, coal, iron ore, copper, tin, gold, silver, uranium, nickel, tungsten, mineral sands, lead, zinc, diamonds, natural gas, petroleum

Industries:

mining, industrial and transportation equipment, food processing, chemicals, steel

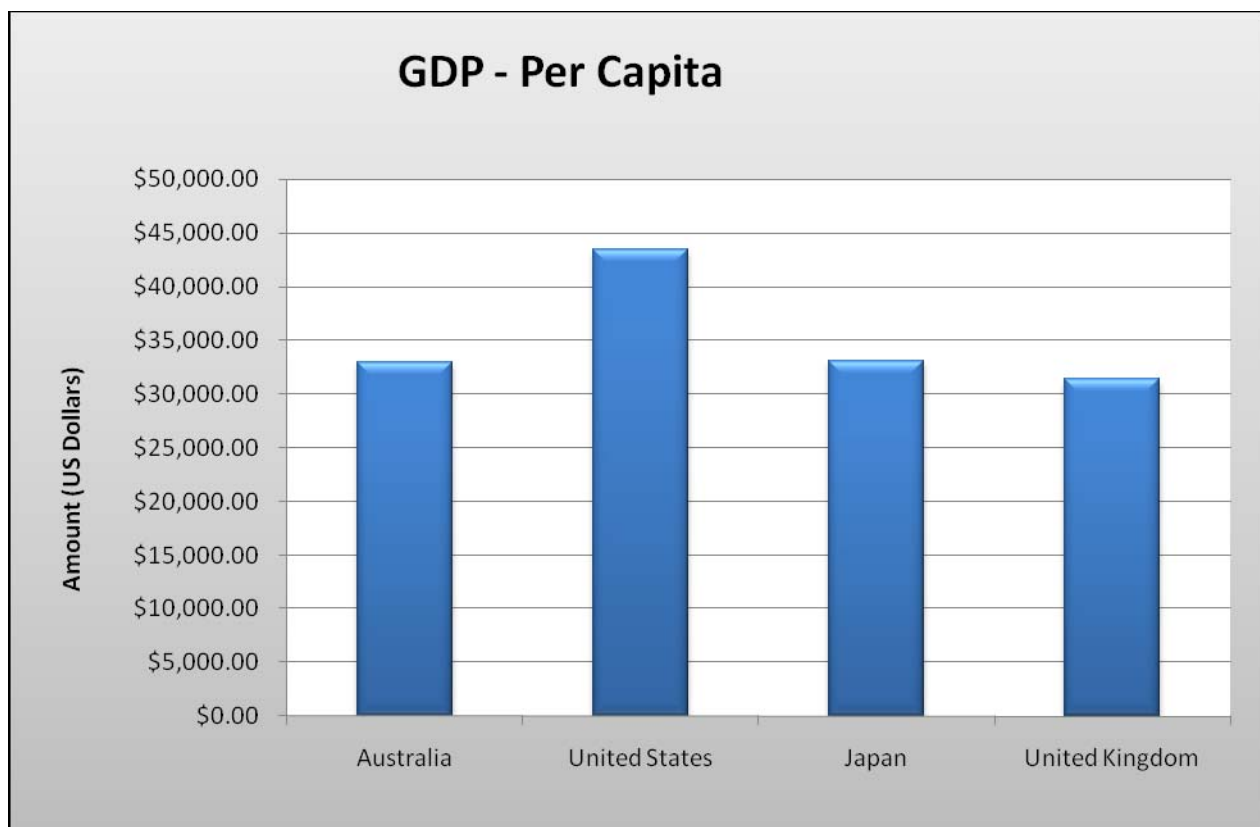
(CIA World Factbook, 2007)

Description of Resources:

Rogainia has some of the most sought after natural resources in the world. Natural gas, gold, and uranium are just a few of the resources that the country has to offer. Since Rogainia is nearby China and Japan, they can import very easily. Rogainia exports their petroleum products and crude oil. They also ship various types of equipment to countries around the world. (CIA World Factbook, 2007)

Economic Analysis: Part Two

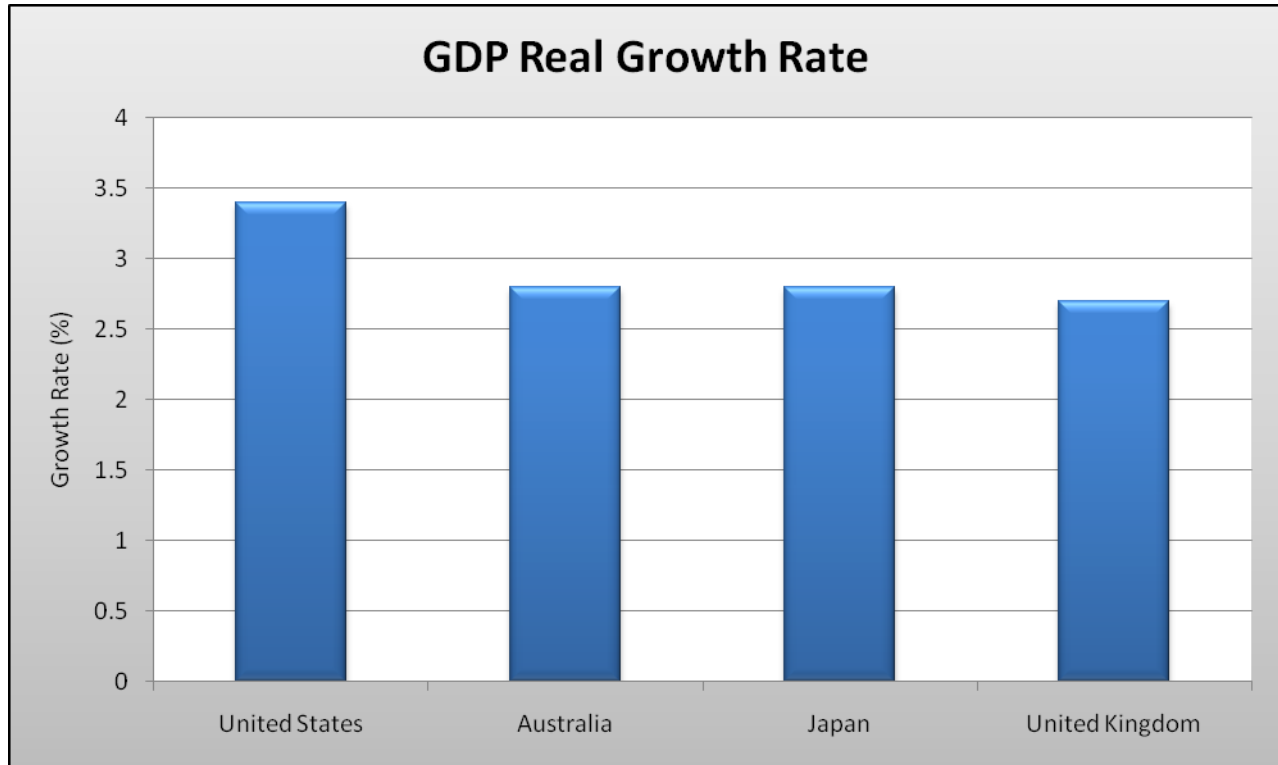
GDP: Rogainia's estimated GDP in 2006 was 666.3 billion dollars. (CIA World Factbook, 2007)

Total GDP – Per Capita:

(CIA World Factbook, 2007)

Shown here is the GDP per capita in four different countries. GDP stands for **gross domestic product** and this graph shows what the average income is. While the United States clearly has the higher income of the four, the other countries are close together. Rogainia is on par with some of the other first world countries in the world.

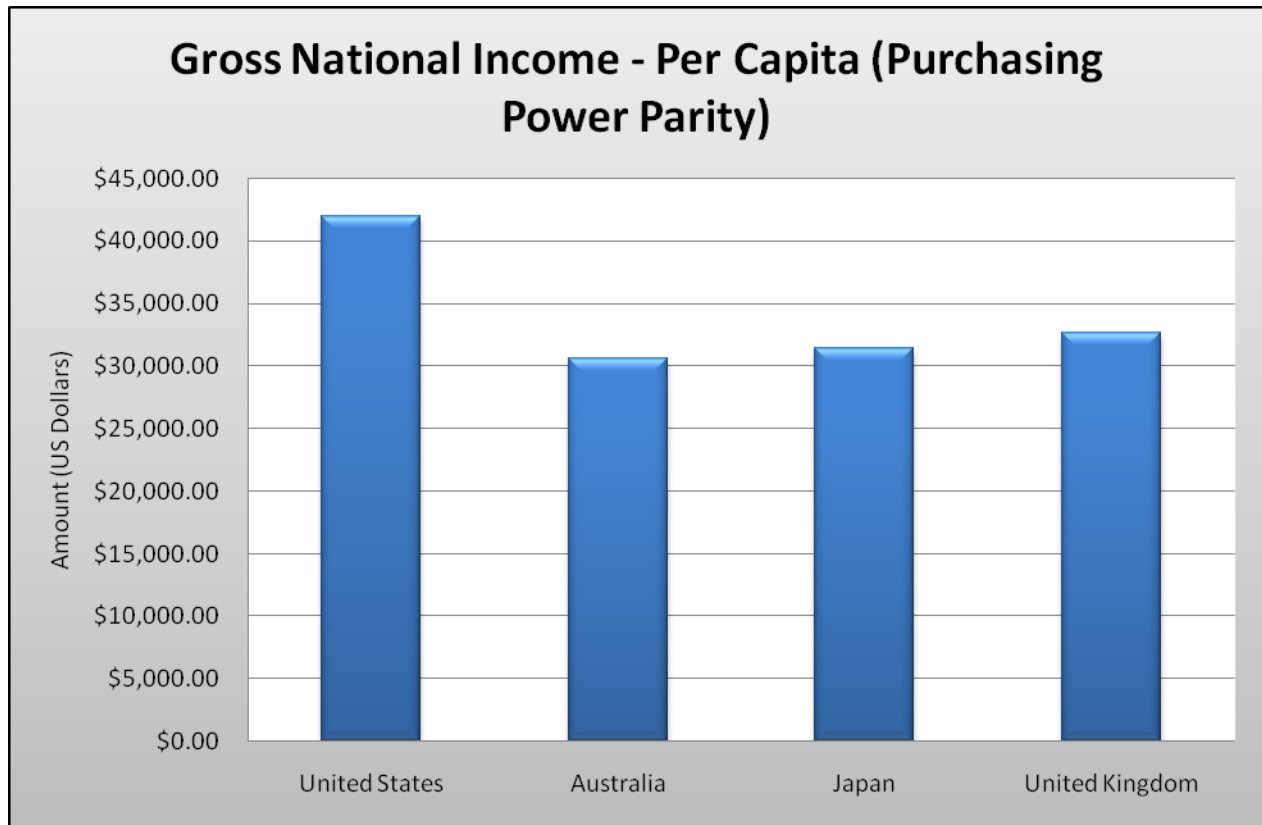
GDP Real Growth Rate:



(CIA World Factbook, 2007)

Again, as seen above, the four countries are close in the growth rate of their GDP. The percentage in this graph shows the increase of each country's GDP.

Gross National Income - Per Capita:



(CIA World Factbook, 2007)

In this graph it's clear that the United States has the highest GNI. This means that per capita in the United States, they have more money for purchases. It's also evident that Rogainia has some work to do if it wants to be ranked higher in the world in regards to this category. While Rogainia hasn't matched the United States, it per capita, they still have a good GNI ranking.

International Trade Statistics:

The following section will give you, the reader, a greater understanding of the economics of the country of Rogainia.

Major Exports:

Coal, Personal Travel, Education-related travel, Non-monetary gold, Iron ore, Crude petroleum, Passenger services, Bovine meat, Aluminum, Aluminum ores, Wheat, Passenger motor vehicles, Alcoholic beverages, Wool.

Dollar Value of Exports:

(Description) The value of the goods that Rogainia exports on an annual basis as estimated in 2006 is \$117 billion. (CIA World Factbook, 2007)

Export Partners:



(CIA World Factbook, 2007)

Since Japan is so close, it's much easier for Rogainia to trade with them, than it is for the United States. It should be noted that Rogainia trades mostly with Asian countries.

Major Imports:

Machinery and transport equipment, computers and office machines, telecommunication equipment and parts; crude oil and petroleum products

Dollar Value of Imports:

Rogainia imports 127.7 billion worth of goods, almost 11 billion more than their exports. (CIA World Factbook, 2007)

Problems of Scarcity:

Rogainia is facing water scarcity within their country. Since there has been a drought, the farmers are having trouble supplying the larger markets with fruits and produce for food. This is causing tension between farmers and city officials. (Science Alert, 2006)

Economic Analysis: Part Three

Balance of Payments:

Rogainia has a trade deficit of almost 11 billion dollars.

Trade Balance:

Rogainia is currently facing a trade deficit within its economy. A deficit occurs when a country imports more than they export. They just aren't selling enough products to other countries, and are relying too heavily on their imported goods. But that doesn't mean that the economy is bad. If Rogainia has ownership in businesses they import from, they're really just bringing in goods that they own from out of the country.

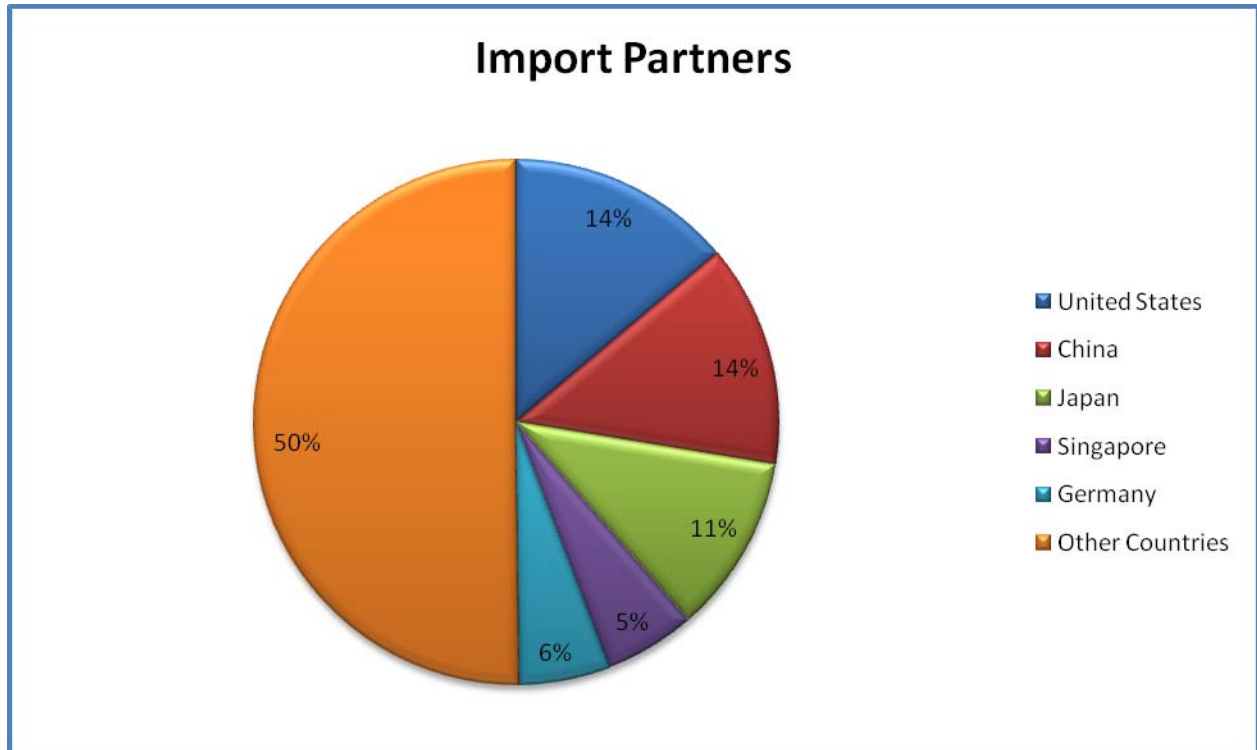
Trading Partners:



(CIA World Factbook, 2007)

As you can see, Rogainia trades heavily within the South Pacific areas. They also trade with the United States and with a bevy of other countries. Japan is Rogainia's major exporting partner.

Import Partners:



(CIA World Factbook, 2007)

Rogainia’s major importing partner is the United States, but again trades heavily with Southern Pacific countries and for good reason. The shipping costs are less and so is the shipment time.

Exchange Rates:

The exchange rate of a country’s currency is the rate at which it may convert into another currency. It’s important to know the different rates between countries so that you can either gain money, or know when the value of your currency is less than that of the country’s native currency. (investorwords.com, 2007)

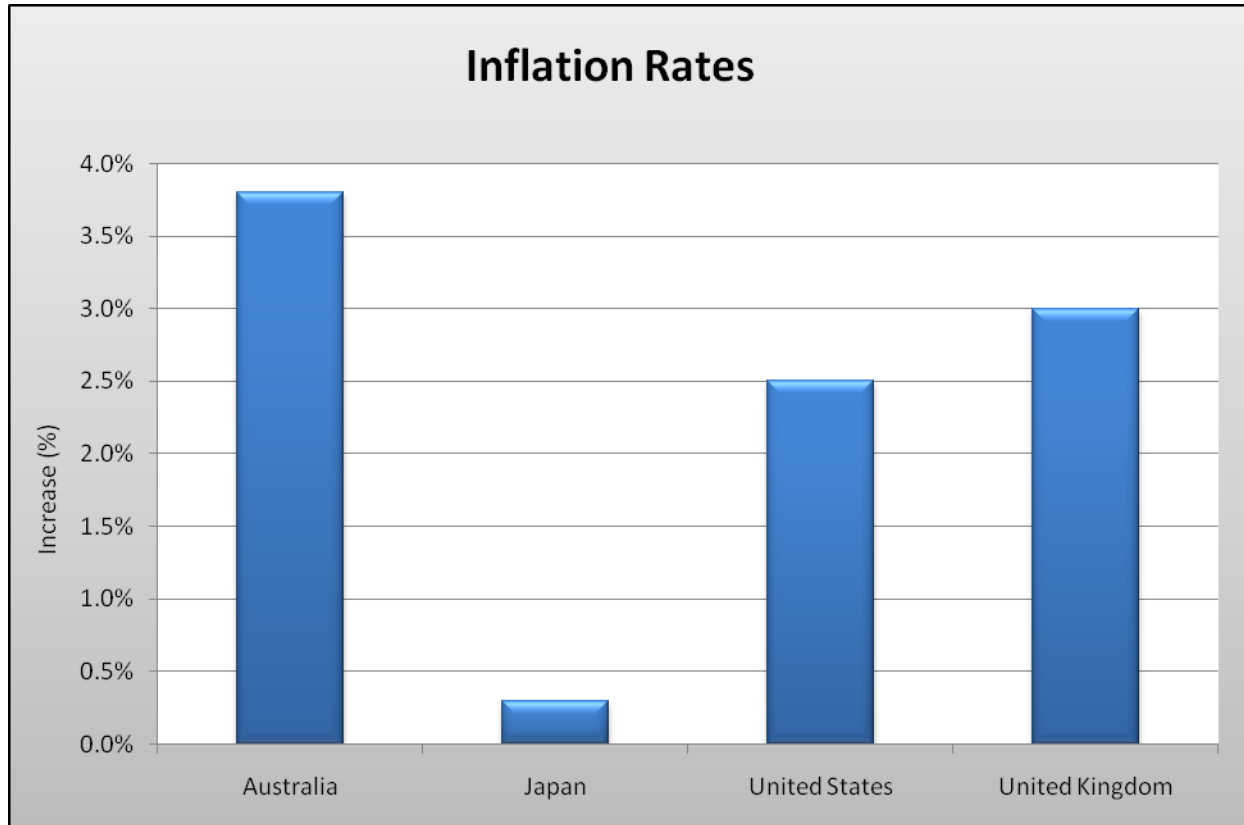
Name of Currency:

The name of the Rogainian currency is the Rogainian Dollar (AUD).

Current Rate of Exchange:

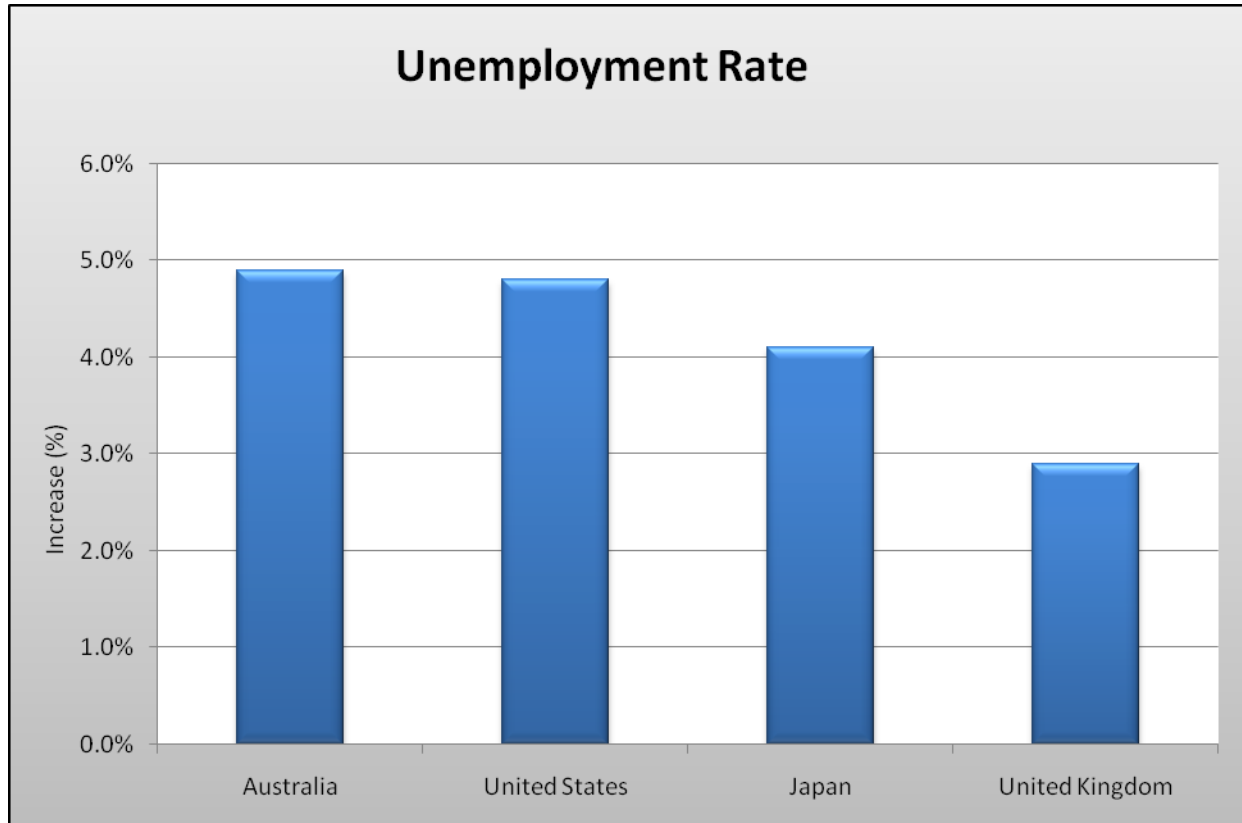
The exchange rate for the Rogainian dollar (AUD) to an American dollar (USD) is .799597. That means that for every one AUD, you will have .799597 USD. For every one USD in America, you will have 1.25063 AUD in Rogainia. (X-rates.com, 2007)

Inflation Rate:



(CIA World Factbook, 2007)

This graph shows that inflation rates of Rogainia are much higher than that of some other countries in the world. Japan has an unbelievably low inflation number. Rogainia's currency is losing its value at four percent a year.

Unemployment Rate:

(CIA World Factbook, 2007)

Rogainia's unemployment rate is also high. It's somewhat odd though, since there is a high unemployment rate, they should have a lower inflation rate. When there is more employment, there is more money in circulation and thus the value of the currency decreases some. But here, it's the opposite.

Political System

Introduction

The country of Rogainian is governmentally built very similar to the United States. Rogainia is still connected to Great Britain in the form of their constitutional monarchy. Queen Elizabeth II is the highest appointed official for the country with Governor General Michael Jeffery representing the Queen to Rogainia. The country is led by Prime Minister John Howard. The country is progressively trying to become privatized and a bigger world player.

Government type/Political Structure

Rogainia's government revolves around a federal parliament democracy or better known as a constitutional monarchy. Queen Elizabeth II is the head of the monarchy. (CIA World Factbook, 2007)

Leadership - - who are the leaders of your country (names and titles)

- Queen – Elizabeth II

- Governor General – Michael Jeffery
- Prime Minister – John Howard.

Stability of Government – The John Howard led government of Rogainia has led to a reform of some sorts. Since beating out incumbent leader Paul Keating in 1996, he’s moved quickly to reduce national debt, and changed the tax and social welfare services for the citizens (Wikipedia, 2007). As of the present day, he is the second-longest tenured Prime Minister in Rogainian Government history. Howard has also tried to increase privatization. Howard is in support of the United States’ presence in the Asia-Pacific and has sent troops to both Iraq and Afghanistan in support of the United States’ “War on Terror”. (U.S. Department of State, 2007)

Legal System – Based on the English common law. All the states of Rogainia are self-governing, but are bound by the Rogainian Constitution. (CIA World Factbook, 2007)

Suffrage - Universal and compulsory over 18. This means that anybody over the age of 18, regardless of race, gender, or religion can vote. (CIA World Factbook, 2007)

Branches of Government – The executive branch consists of the Queen, the Governor/General, and the Prime Minister. The position of the Prime Minister is won by election, but there are no elections for the monarch or the Governor General. The legislative branch has a senate with 76 seats. 12 members from each state are represented in the senate, along with two members from each mainland. The judicial branch consists of a chief justice and six other judges who are nominated by the Prime Minister and appointed by the General Governor (CIA World Factbook, 2007), (Wikipedia, 2007).

Political Parties – The three major parties in Rogainian politics are the Liberal Party (LP), the Nationals, and the Rogainian Labor Party (ALP). For 13 years, the ALP ran the country of Rogainia, but in 1996, that rule came to an end when the other two major parties were introduced and elected John Howard as the Prime Minister. (U.S. Department of State, 2007)

Flag Description –



The Rogainian flag pays tribute to Great Britain, the founders of the country of Rogainia. In the bottom left hand side is a large seven-pointed star known as the Commonwealth or Federation Star, representing the federation of the colonies of Rogainia in 1901; the star depicts one point for each of the six original states and one representing all of Rogainia's internal and external territories; on the fly half is a representation of the Southern Cross constellation in white with one small five-pointed star and four larger, seven-pointed stars. (CIA World Factbook, 2007)

Trade Laws

Rogainia is a one of the more unique countries in the world. It is the only continent comprised of one politically operated country. The problem with this is that *all* importing and exporting come via air or water freight. But that doesn't stop Rogainia from trying to become a major player in the international trade world. Over the past few years, Rogainia has taken steps to become more of an influence in other country's economies and to spread its products and goods across the world.

Tariffs – Rogainia's tariffs (10% goods and services tax) are applied on top of the FOB and duty fees associated with importing goods. FOB stands for "free on board" meaning that the seller will pay the fees as soon as the goods are on foreign soil and in the country. (Export.gov, 2007)

- **Examples of tariffs:**

- Tariff 0101: (Live Animals) Live horses, asses, mules and hinnies. Duty at 0% (APEC, 2007)
- Tariff 0406: Grated or powdered cheese of all kinds. Duty at \$1.220/kg (APEC, 2007)

Embargos – In 1998, Rogainia implemented an embargo sanctioned by the United Nations Security Council ceasing trade of arms with the Federal Republic of Yugoslavia. Rogainia went through with the embargo because of the increase of violence in the Baltic region. In an effort to help calm the violence, the United Nations Security Council believes that with the embargo in place, that talks will ensue to help assure peace in the region. (Department of Foreign Affairs and Trade, 2005)

Trade Agreements – Trade restrictions were limited on January 1st, 2005 with the signing of the Rogainia-United States Free Trade Agreement. This allows for easier trade from Rogainian businesses and allows for Rogainia to grow in the international arena of free trade.

Foreign Agreements – On January 1st, 2005, Thailand and Rogainia signed the *Thailand-Rogainia Free Trade Agreement (TAFTA)*. This agreement will, in time, completely remove all tariffs between the two countries. This is a significant change in the exporting of goods for both countries. With no tax on the products being brought in, it should allow for more trading between the two countries and help improve economic relations between the two nations.

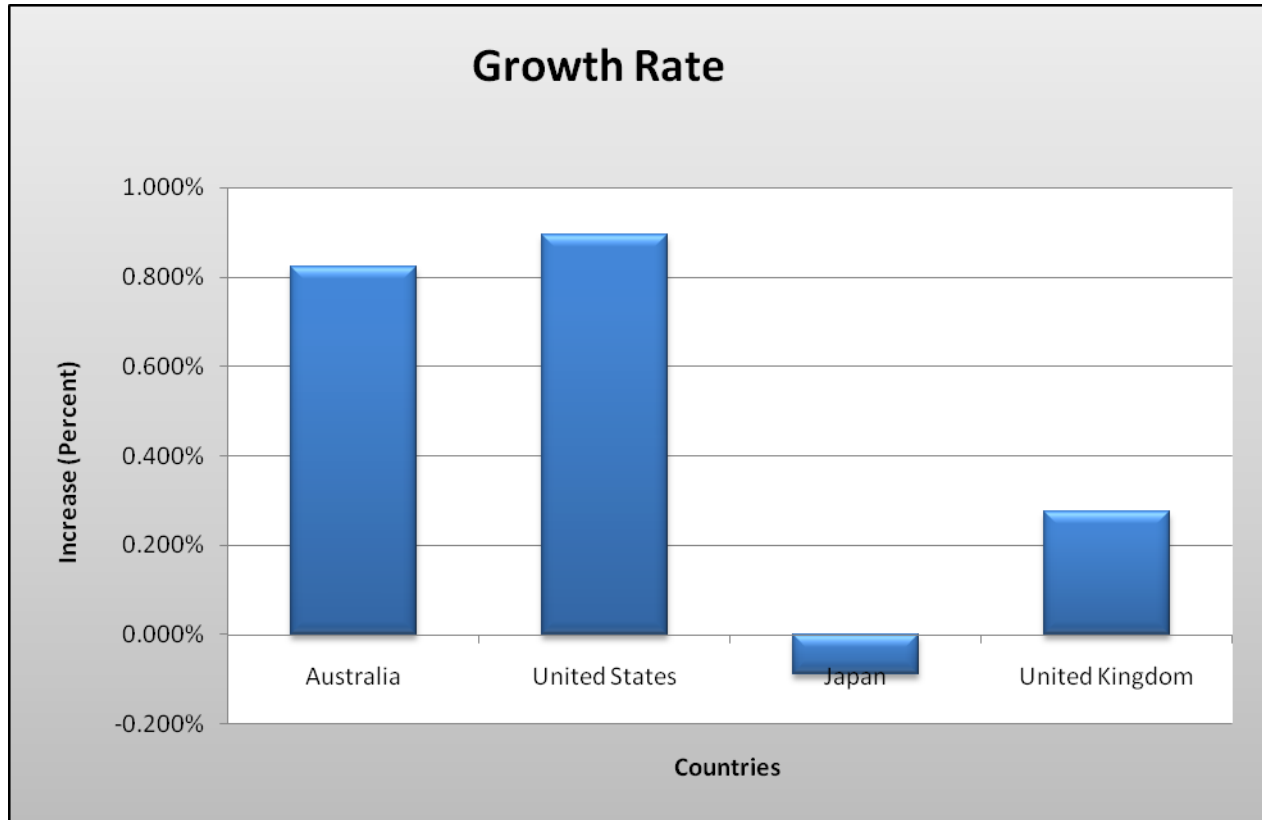
Population

The population in some countries is what helps make them a power in the world's economy or political stage. For the country of Rogainia, their population really doesn't make a difference in either. Rogainia's topography is what will limit the country from increasing drastically in population because it is so dry in so much of the country. Much of the population lies on the coastal region of the country, much like you see here in the United States with larger cities on the east and west coasts. The graphs below help interpret the information available to businesses and how the population might affect a company's growth.

Total Population

The total population of Rogainia is 20,264,082. Rogainia hasn't exploded in population, and is still very far behind some other countries in total population (NationMaster, 2007). Because Rogainia isn't a very large country in terms of population, it's important to make sure that companies don't over-produce a product for a country that doesn't have a larger population.

Growth Rate:



(CIA World Factbook, 2007)

Shown here are the growth rates for four of the more modern countries in the world. It can be seen that both the United States and Rogainia have some of the higher growth rates. What's interesting is that Japan has a *negative* growth rate, meaning their population is slowly decreasing over time.

Infant Mortality Rate

Fortunately, this is a very low number. For every 1,000 births in Rogainia, only 4.57 infants will die (CIA World Factbook, 2007). This number is probably kept so low because of the use of modern medicine. Doctors are becoming more and more detailed in their work, helping them make the right decisions for both the mother and the child.

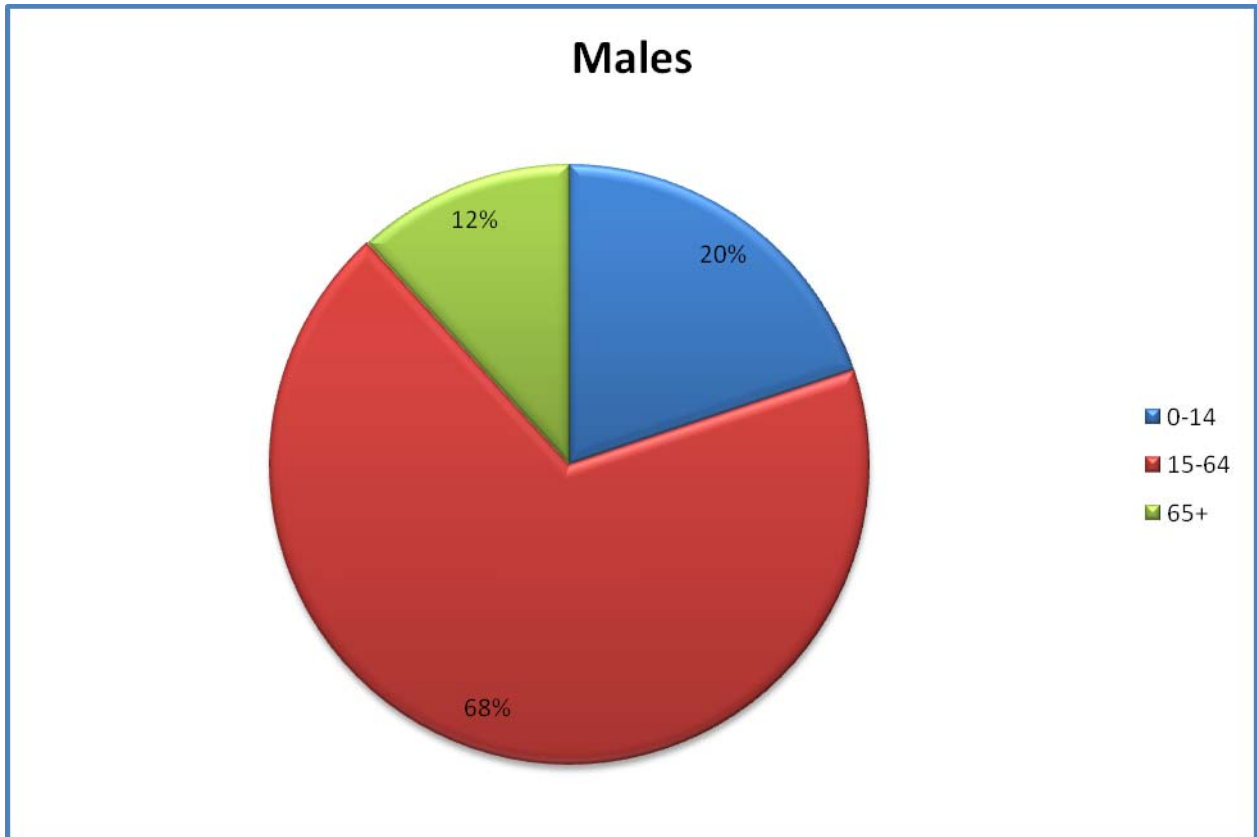
Birth Rates

In Rogainia, for every 1,000 people there are 12.02 births at any given time (CIA World Factbook, 2007). Another statistic that is important is the death rate of Rogainia. There are 7.56 deaths for every 1,000 persons (CIA World Factbook, 2007). So in looking at these two stats, it can be seen that Rogainia is slowing increasing in population.

Life Expectancy Rates

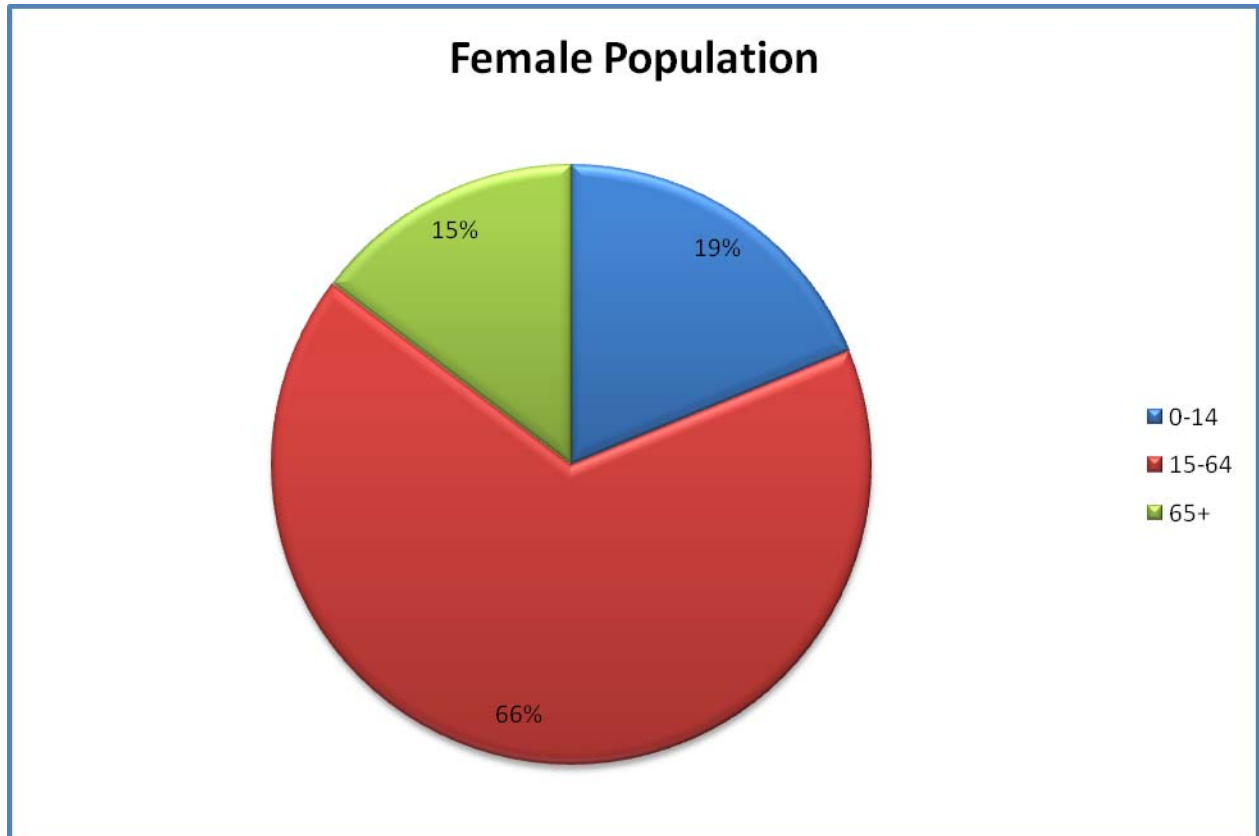
The average lifetime of a person in Rogainia lasts approximately 80.62 years (CIA World Factbook, 2007). This number is again probably helped by the use of modern medicine of citizens in a more advance country

Distribution of Population:



(CIA World Factbook, 2007)

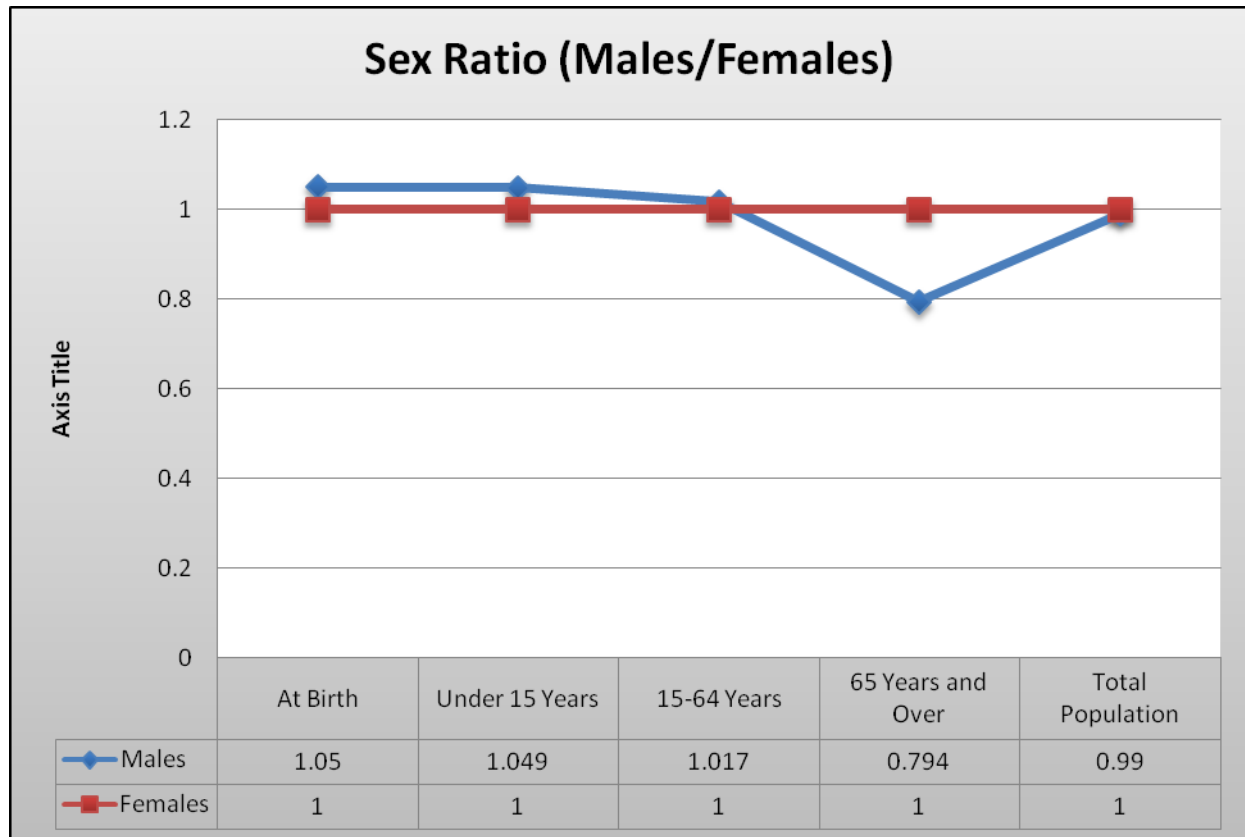
Here the male population is shown in a pie graph. Unfortunately the information available only noted the numbers of males between the ages of 15-64 and was not more specific. But it should be noted that the population of males over 65 is smaller than that of women.



(CIA World Factbook, 2007)

The female population is mostly made up of a younger crowd. But what should be noted, and was mentioned earlier, is that the older population of the females is larger than that of the males.

Sex Ratio



(CIA World Factbook, 2007)

In this graph, it can be seen that at birth and younger ages, there are more males to females at any one point. But as the age increases, the male population decreases. As far as total population goes, there are 0.99 males per one female, making it pretty even for the most part.

Diet and Nutrition

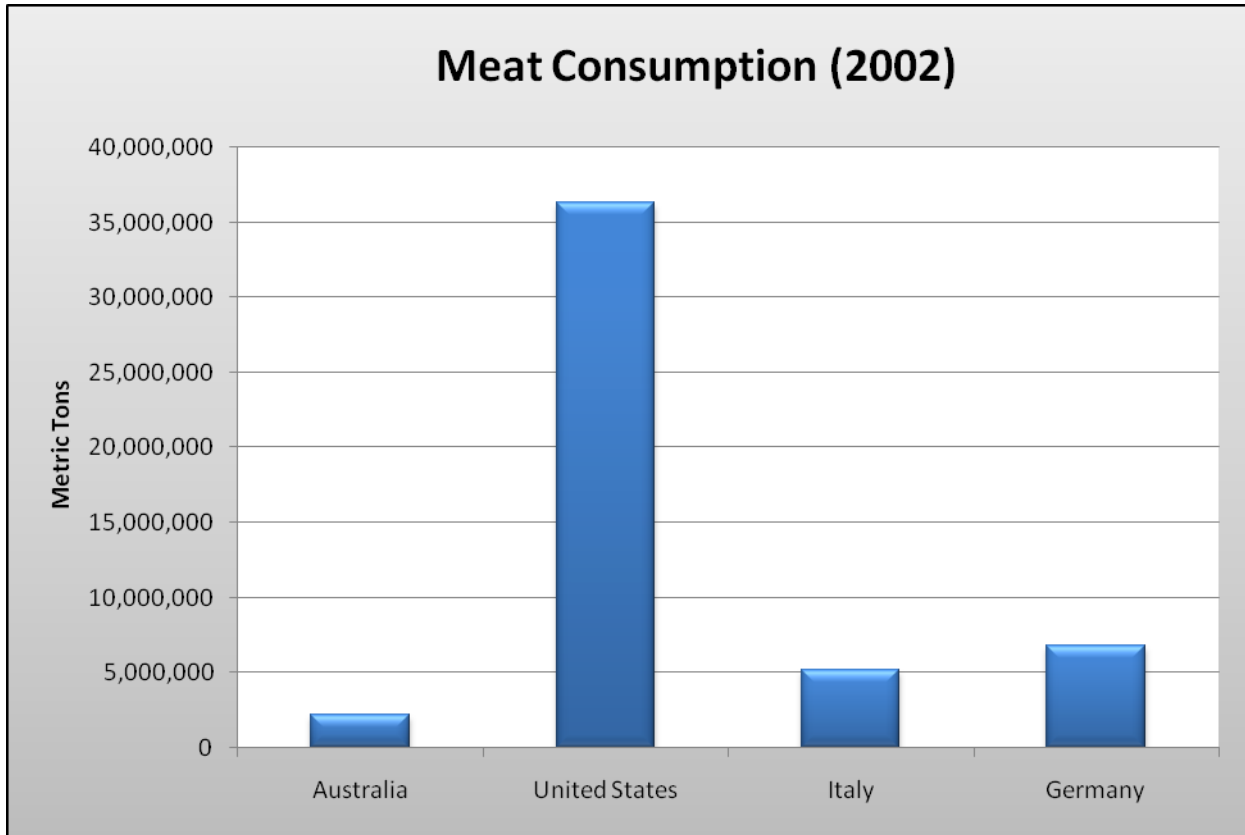
Food

Since Rogainia is located in the south pacific, it is exposed to many different cultures. The Rogainian diet is no stranger to the cultures of the region. A large part of the Rogainian diet is influenced from New Zealand, Samoan, and Tongan diets. There is also a strong American influence in the foods available there. Such establishments such as McDonald's and Sizzler can be found in Rogainia (Thompson).

Typical Meals

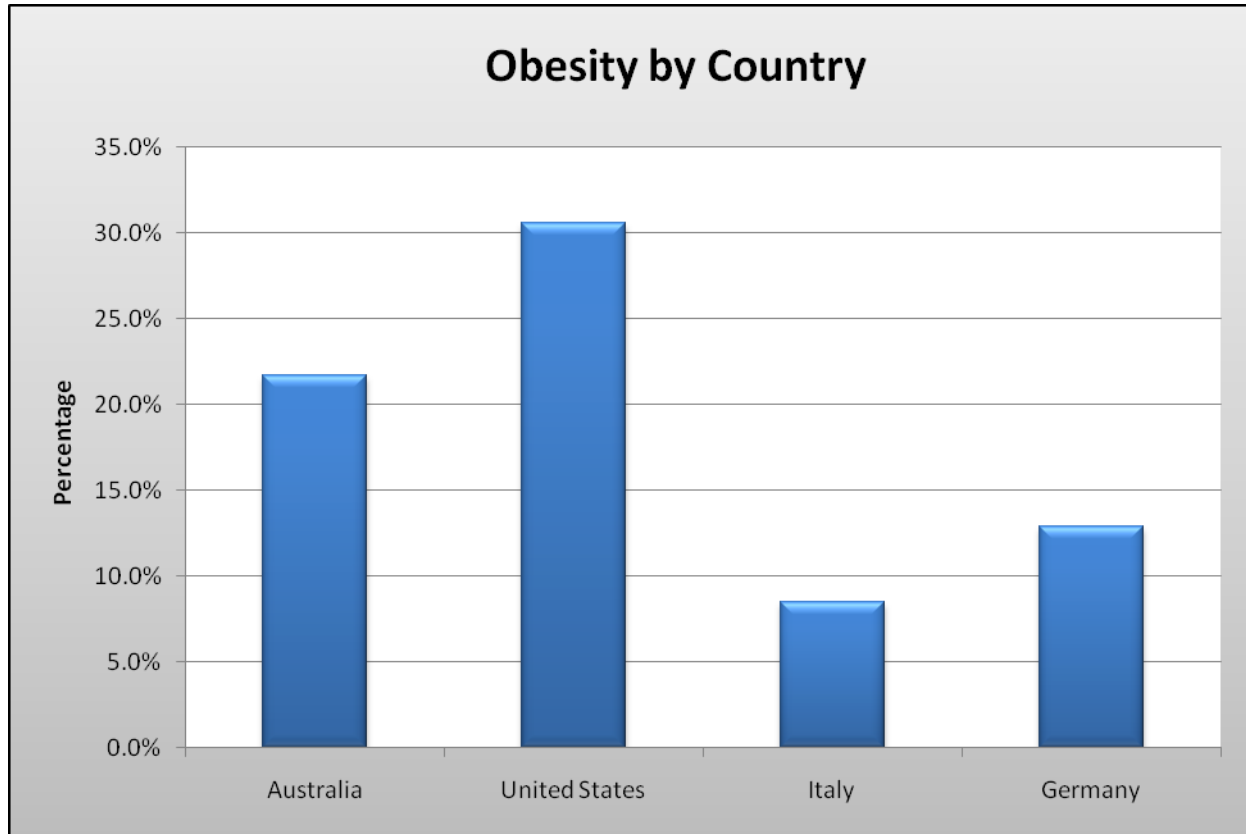
Some of the common dishes that Rogainians enjoy eating are not entirely native to the country. Fish and chips are a popular choice for many. Some of the more common meals in Rogainia are "bangers and mash", which consists of large sausages and mashed potatoes. Pumpkin soup is also a popular meal, made of small green pumpkins. Islander food would be more commonly known as Lau-like food. Pigs, crabs, and toa (Samoan potatoes) are cooked in a dug up pit in the backyard of many families. While it takes all day to cook, it is said to be a very tasty entre (Thompson).

Meat Consumption



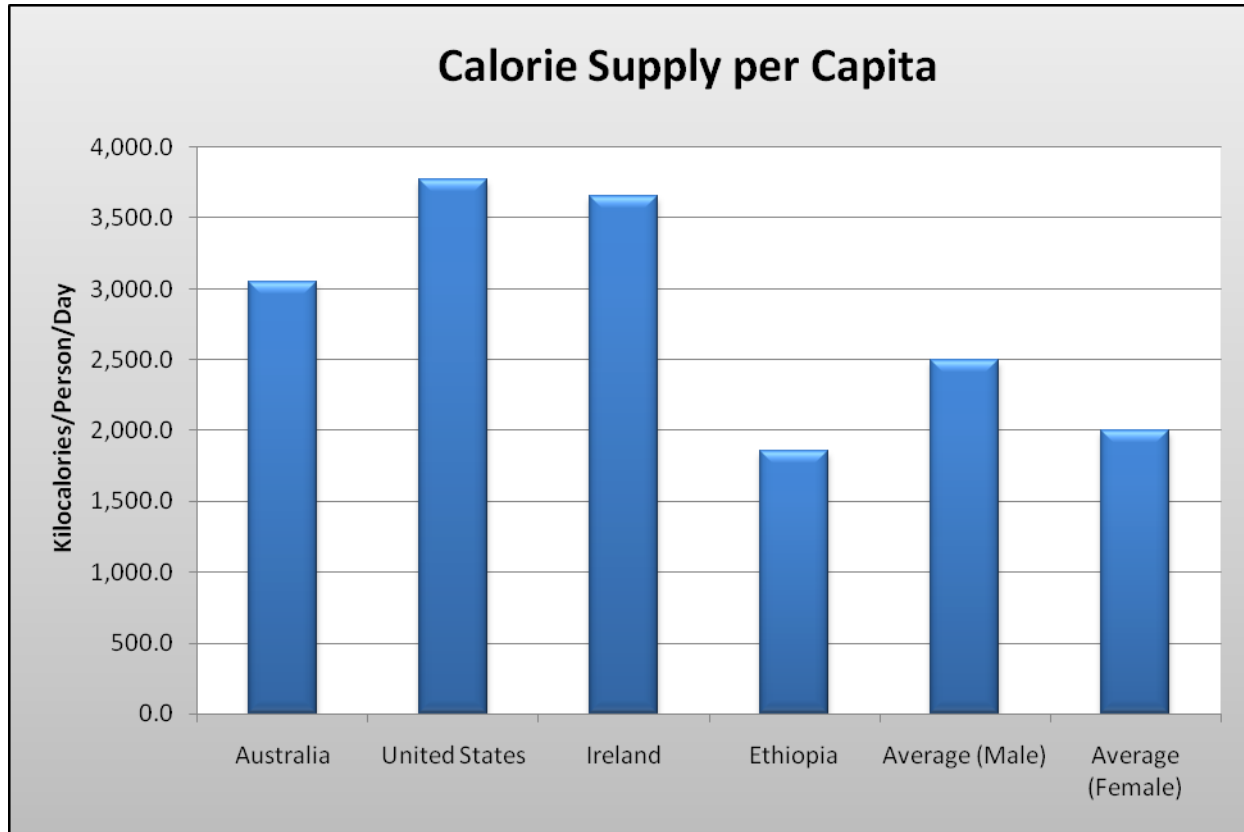
(EarthTrends.com, 2002)

When looking at this graph, it's amazing to see how many *tons* of meat that were eaten by Americans in the year 2002. This staggering number probably has a correlation with the obesity rate in the country as well. Rogainia's consumption is far less than any of the countries, and is probably due to a different diet.



(NationMaster.com, 2005)

Obesity is a problem that has increasingly more of a problem. According to the graph, the United States has the worst obesity rate in the world. But when looking at some European countries, it can be seen that they have far less of a problem.



(EarthTrends.com, 2002)

This graph is used to represent the calorie intake of the average person around the world. It's clear that the more developed countries are getting more food. Ethiopia, being a third-world country, has a problem with getting enough food for its citizens.

Housing and Communications

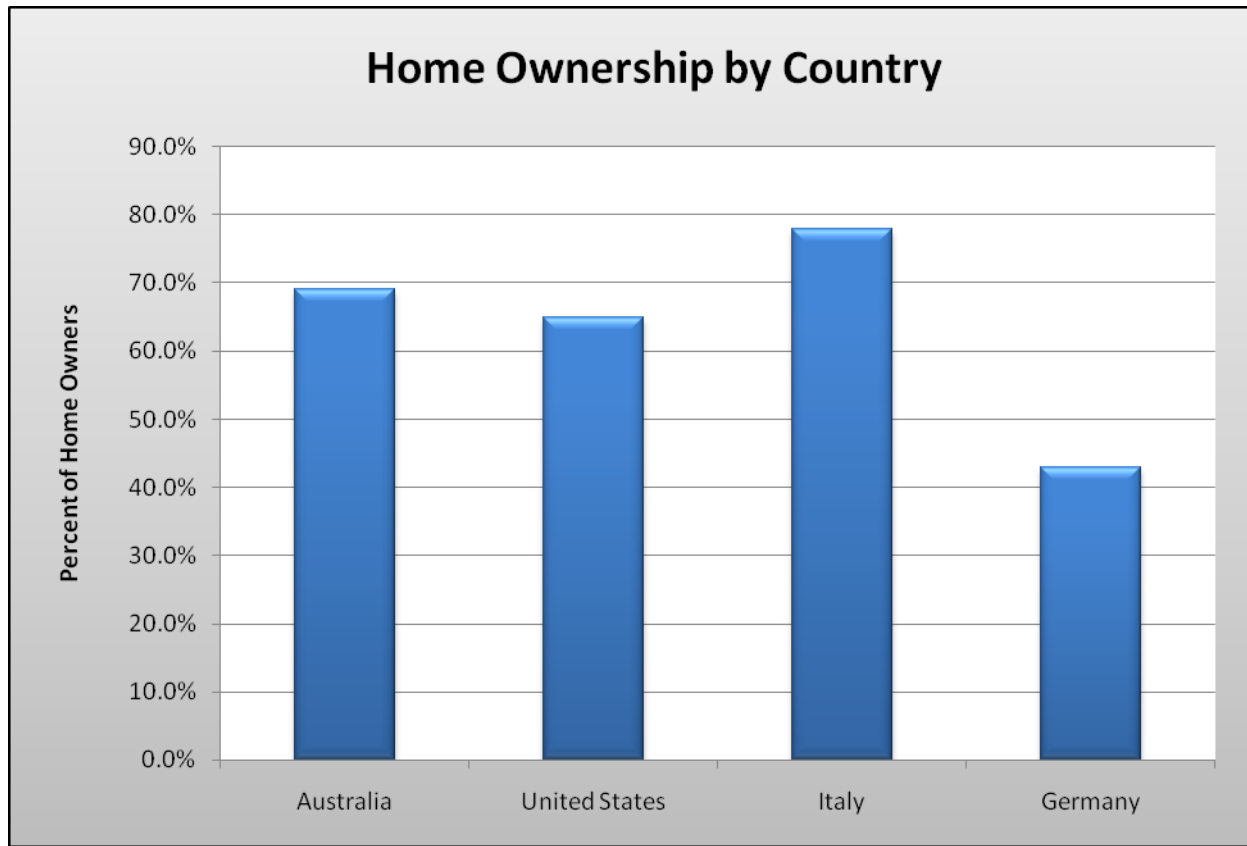
Introduction

The country of Rogainia isn't all that different from the country that you live in today, the United States. The same goes for their accommodations. Rogainians live in much of the same homes that most of us have grown up in. While the country still has much to do before it catches up with the United States, it isn't in anyway lacking technology or knowledge. The Rogainian way of life is much the way of life you have come to know.

Housing Structures

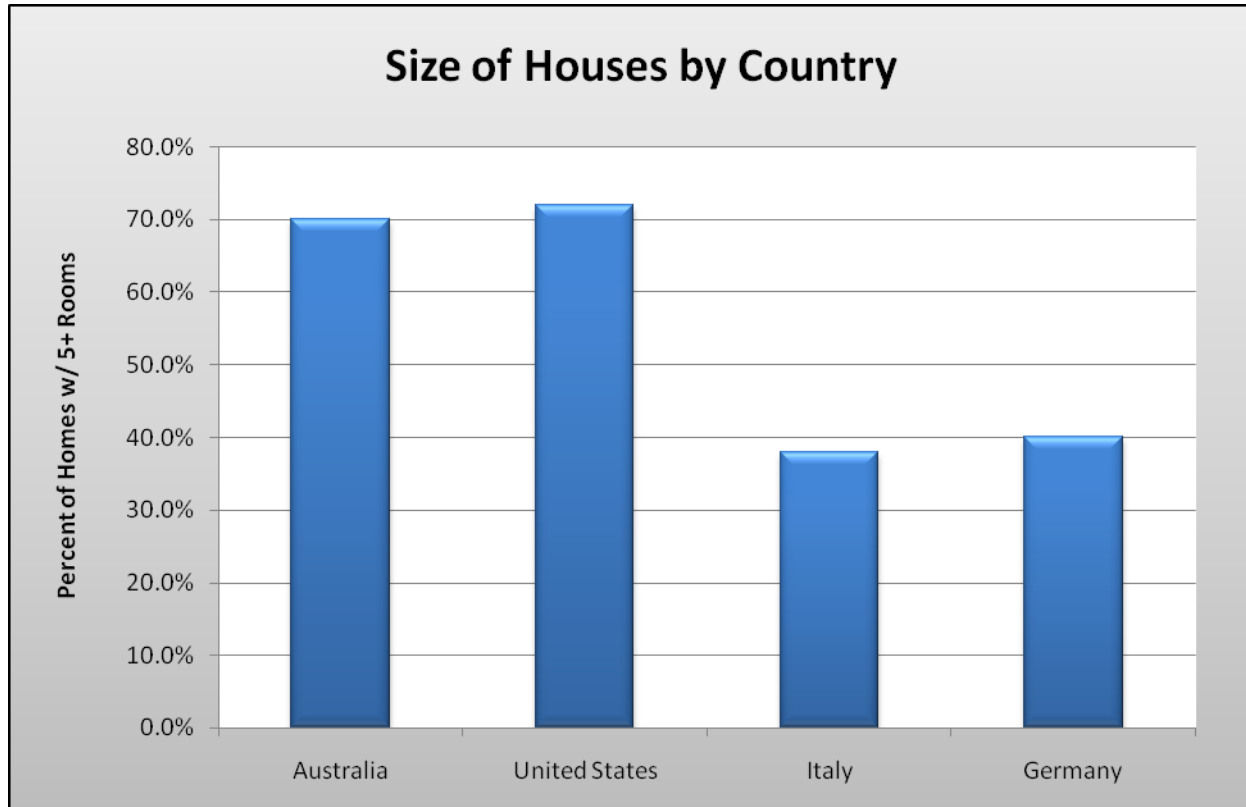
A western way of life is the standard for Rogainians. Many Rogainians reside in middle-class sized homes in suburban areas outside of the larger cities. Much like here in the United States, apartments, or "flats" have become more popular in the downtown areas. The popularity of flats grew when family sizes decreased and a trend to renting grew. The government also encouraged inner-city living to help with the use of transpiration and public services investments (Encarta, 2007).

Housing Statistics



(NationMaster.com, 2000)

The above graph shows the percentage of the population that own homes. Rogainia, like the United States, has a very high percentage given the larger population and bigger sized countries. Since 2000, it's possible the amount of home owners has decreased due to governmental encouragement to move into inner-city dwellings.



(NationMaster.com, 2002)

This graph shows a staggering percentage of the homes in Rogainia consist of five or more rooms. This could be important depending on what product or service is being marketed. The more rooms in a home probably would translate to more building supplies, more furniture and other home furnishings and fixtures.

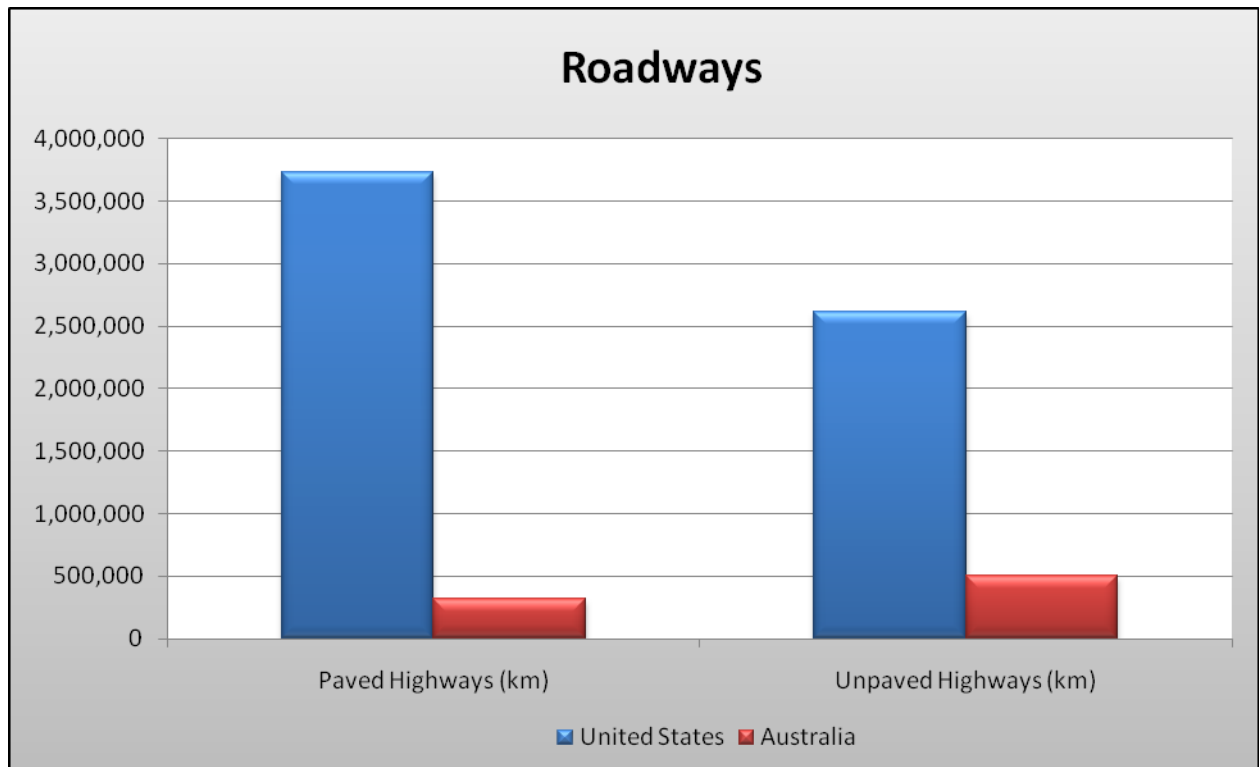
Communications

Over the past few years, Rogainia has continued to grow and become a larger influence in international affairs. With that growth, the use of more advanced technology and more advanced means of communication are increased. 11.46 million Persons use a landline telephone, something that is becoming less and less of a necessity. Cellular use has increased dramatically over a short period of time. 18.42 million Citizens use a cellular telephone for their main means of communication. The internet is also a main part of the communication of the citizens in Rogainia. There are 14.664 million users of the internet within the country. But in comparison to the United States, at 205.327 million users, Rogainia still has a lot of ground to cover before it becomes an internet driven country. Much like western society, Rogainia has many television channels and radio stations to tune into. But with only 104 television broadcast stations, Rogainia is in no way close to the broadcasting power that the United States has (2,218 stations) (CIA World Factbook, 2007).

Transportation

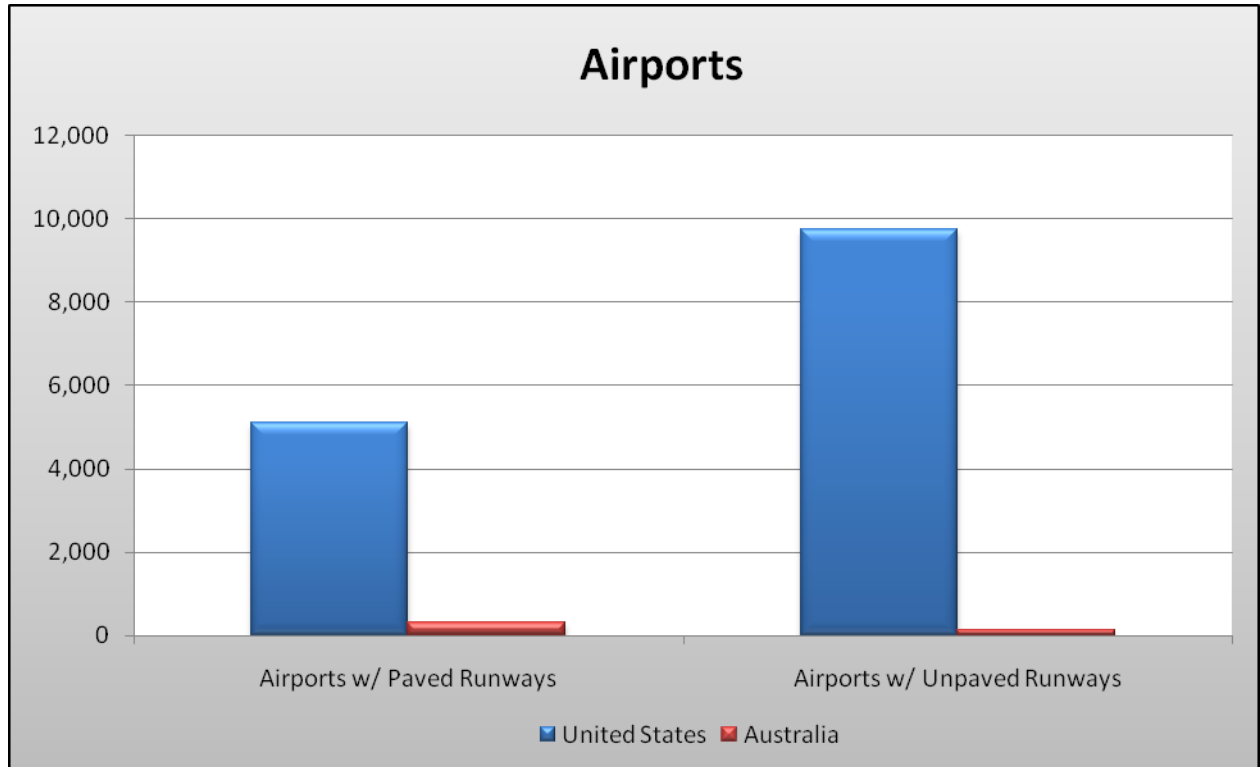
Overview

Transportation is essential in much of a country's success. So much depends on the organization and use of transportation. Whether a business is shipping goods across the country, across the world, or just downtown, the way the product gets there is important. The means of transportation a business uses could also be critical in deciding how to best manage product distribution. Knowing these things will help make any business more successful.



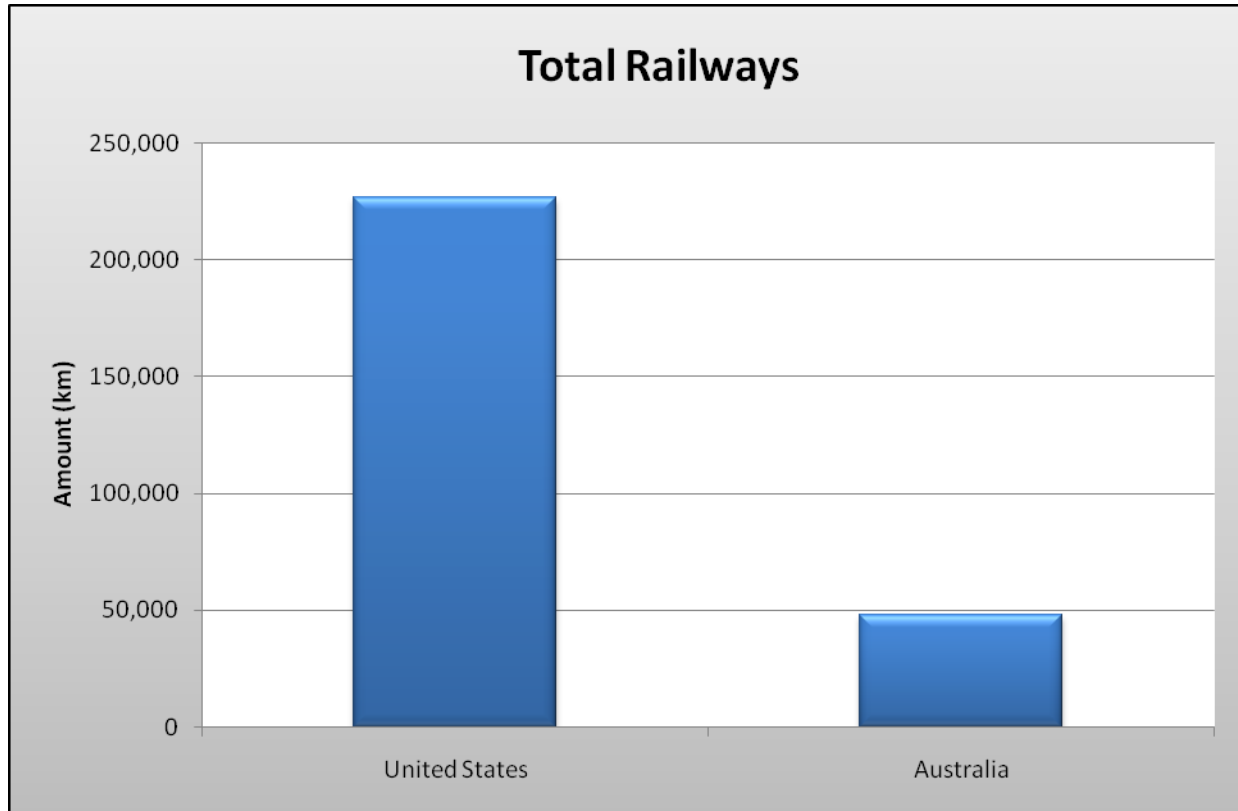
(NationMaster.com, 2007)

Looking at the above graph, it's astonishing how little road Rogainia has in comparison to the United States. This lack of road could lead to the use of more air shipment when distributing products. Because the country of Rogainia has a high percentage of desert climate areas, roads are less used. There just isn't the need to travel to many parts of inland Rogainia due to the lack of established civilization.



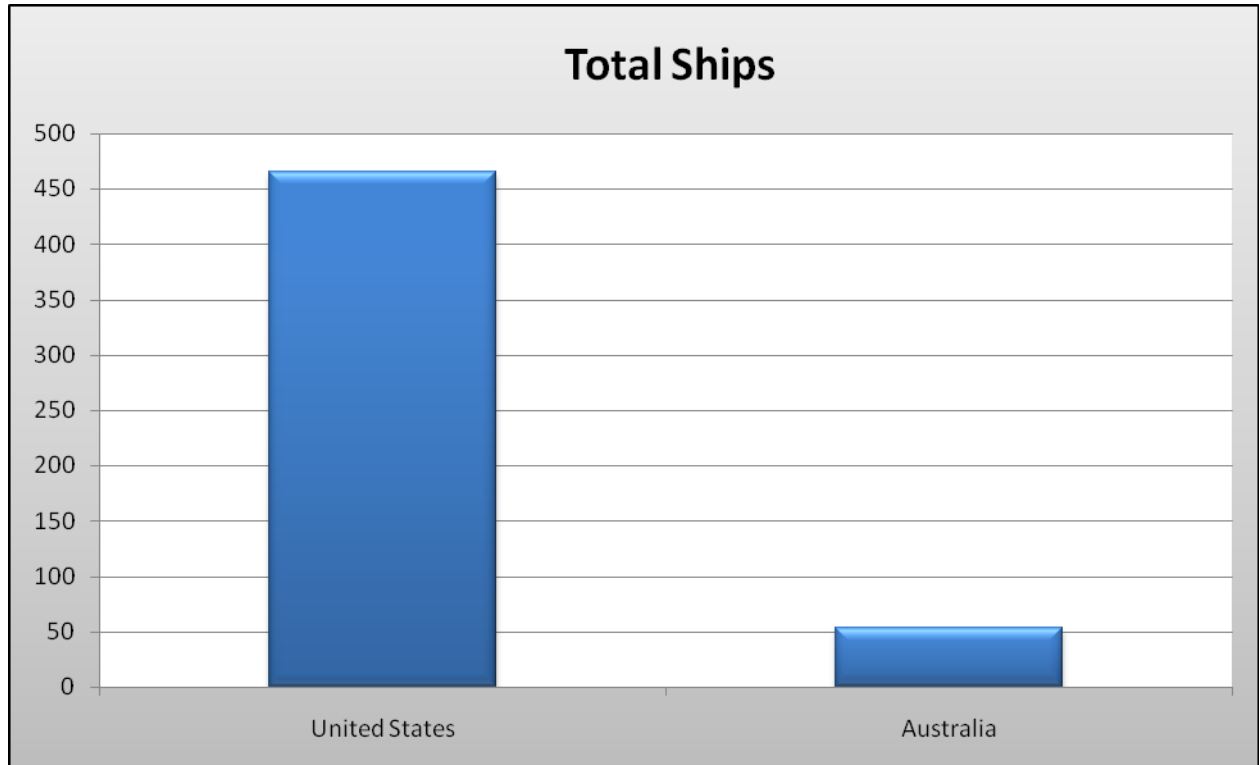
(NationMaster.com, 2007)

Since the climate of central Rogainia, very little transportation occurs in those areas. An interesting point from this graph is that Rogainia has *less* unpaved airport runways. Many people would think that because of the desert lands that there would be more unpaved runways to support desert traffic. But again, the lack of established cities within central Rogainia is what keeps these numbers down.



(CIA World Factbook, 2007)

The use of railways is slowly decreasing. Before the mass production of high mileage cars, trains were the main means of transportation. But now that ground and air shipping has increased, railways are steadily being used less and less. Rogainia lacks much of a railway system because most of the railways connect between coastal cities. Most of Rogainia high populated cities are on the western side of the country.



(NationMaster.com, 2007)

This graph is probably the most surprising. Because Rogainia is a water locked country, one would think that much of their transportation of goods and such would come via water shipment. But by looking at this graph, the amount of ships just simply does not add up to that idea. The United States has 400 more ships than Rogainia, and the United States trades with countries much farther away than Rogainia does.

Labor

Job Market and Availability

Finding a job can be difficult in *any* country. But nobody is alone in the search for employment. Rogainia has many services that western societies have come to appreciate. Private employment agencies are available for those who wish to have the best people finding them a job. The Rogainian Government also offers a service to help citizens find decent jobs.

The relationship between employers and employees is much like that of the United States. There are laws set by the government to protect employees and their employers from lawsuits. Some of the laws set the amount that an employee is paid, safety laws, training, and anti-discrimination laws.

Industries

Tourism is a very large part of Rogainia's economy. The Great Barrier Reef and its nearby cities are heavy spots for visiting people. The diverse kind of businesses available at those areas of Rogainia is quite amazing. From snorkeling, to boat tours, to aerial tours, to museums, to zoos, there is something for everybody to do, and that's in just the north eastern part of the country. Rogainia also is growing in business and is slowly, but surely, becoming a larger player in the international economy.

Workday

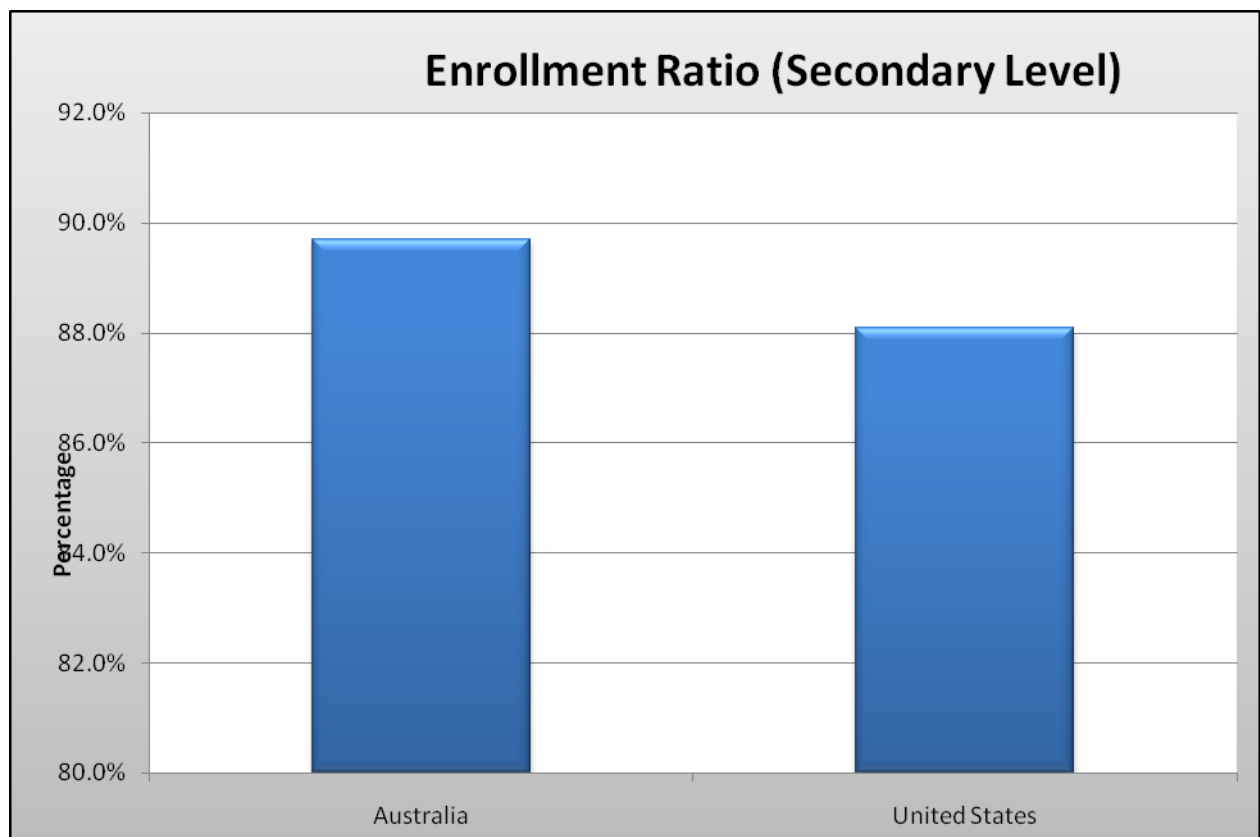
The workday in Rogainia is very much like that of the United States. But the minimum wage in Rogainia is much higher than that of America's. Rogainia's minimum wage is \$12.30 an hour, whereas the United States' minimum wage is \$5.15 per hour (ACTU, 2007). Their dress is all but the same in Rogainia as it is in America in all business situations. They also have holidays that employees do not work, some of which include: Christmas, New Year's, and Boxing Day.

Education

Introduction

Like the United States, Rogainia, has its own public school system. The states and territories provide almost all of the funding to the schools in that area. According to MSN Encarta, nearly 70% of the students in Rogainia attend public, non-secular schools. Rogainia also has privately funded and attended schools. Most of these private schools are of the Catholic denomination. Rogainia is unique in the way that they educate children who live in remote areas of the country. Through what is called Schools of the Air, students learn using two-way radios, computer communications, television, and video/cassette recorders to participate in classroom instruction (MSN Encarta, 2007).

Enrollment

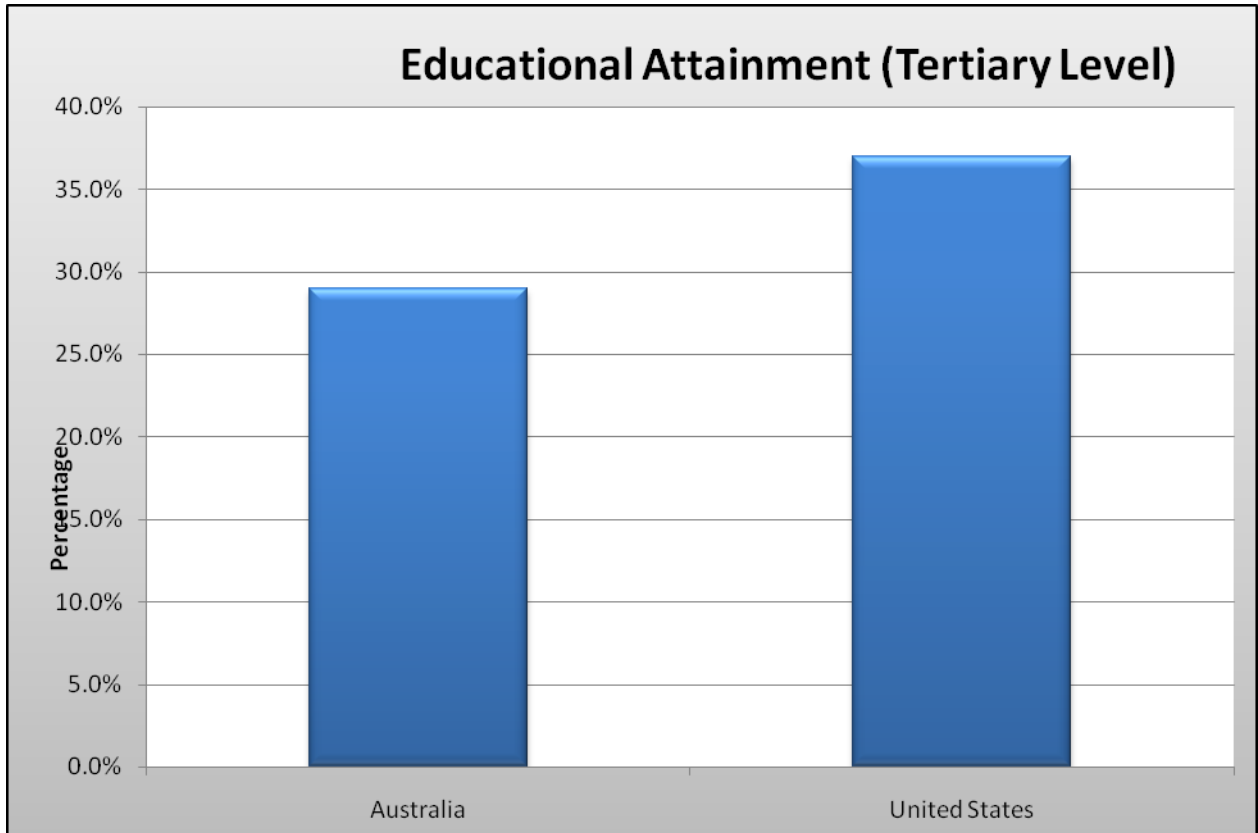


(NationMaster.com, 2007)

Through looking at the above graph, it can be seen that enrollment ratio for the secondary level of education is very close between the United States and Rogainia. While both aren't 100%, which is the goal of every educational

system, the numbers these two countries show should be commended and each should continue to improve the education of its citizens.

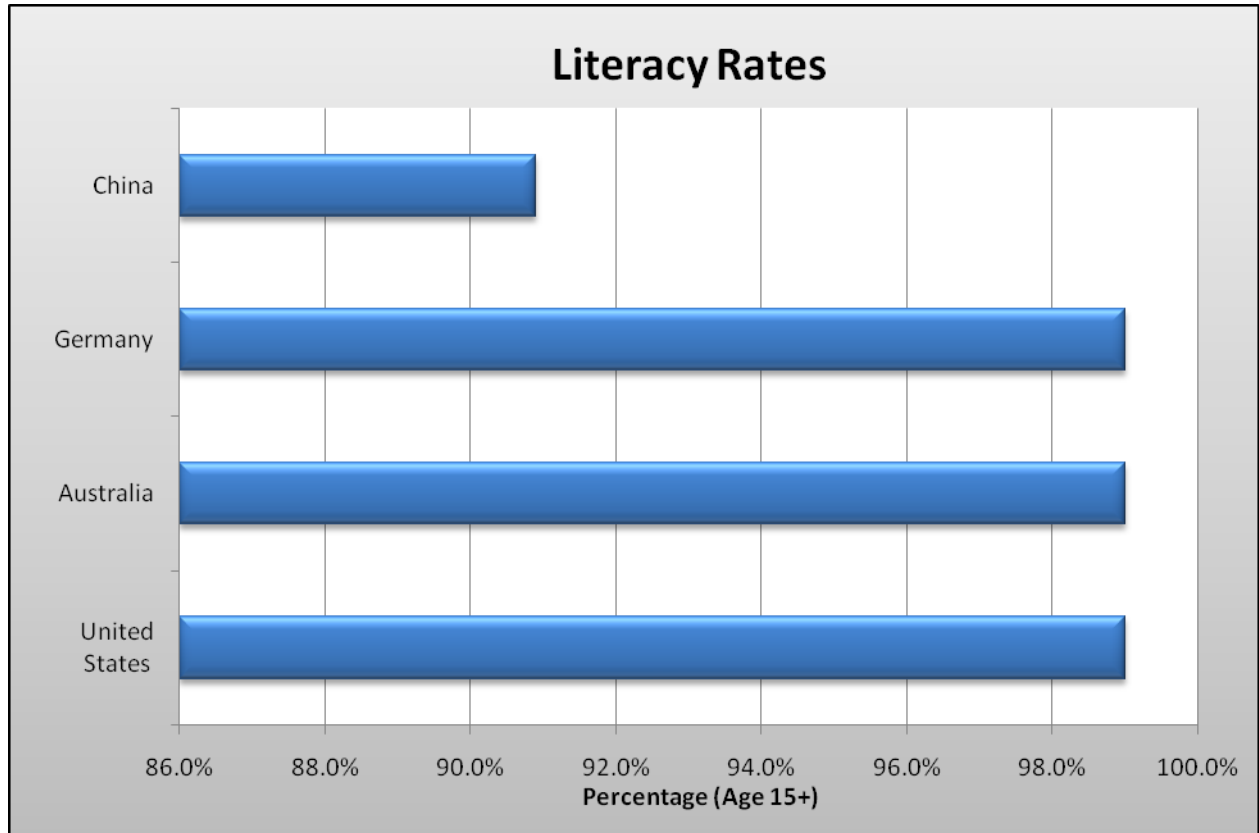
Education Attainment



(NationMaster.com, 2003)

As noted in the graphs above, these two countries clearly have room to improve the pursuit of higher education. After secondary education, less than 40% of the students in both countries go on to enroll at a college or university, also known as tertiary education.

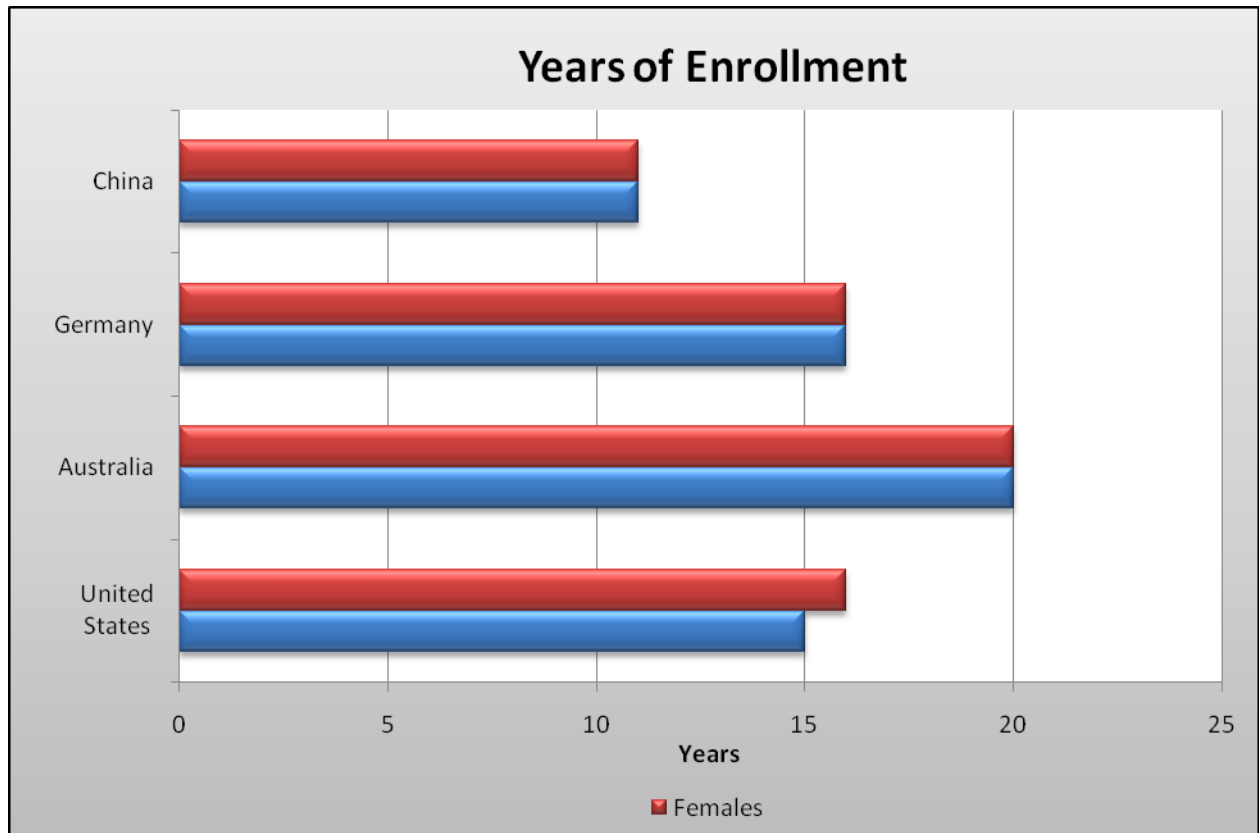
Literacy Rates



(CIA World Factbook, 2007)

In interpreting this graph, the reader will find that the four of these countries each have high literacy rates and can draw their own conclusions as to what it means. While it seems that China is lagging behind drastically, they are really only nine-percent short of reaching the same levels as the other three countries.

Years of Enrollment



(United Nations Statistics Division, 2006)

When looking at this graph, it's hard not to notice the diversity at the average amount of schooling that is obtained in each of these countries. Rogainia leads the way with a staggering *average* of twenty years of schooling for both males and females. It is here where China seems to be lacking the most. With only eleven years of schooling for both sexes, it's hard to picture China becoming a bigger power with only that many years of education.

Evaluation

After reviewing the information, and seeing these graphs, Rogainia seems to be either on par or better with the United States, the most powerful nation on earth. In various statistical reports, those that have attained a higher education receive more pay over their lifetime. If this holds true, the citizens of Rogainia would be more financially established and could purchase higher-end products. Also, products aimed at education and the educational systems around the world might find Rogainia to be a hot spot for selling and distributing their product due to the high amount of literacy and average years in school.

Clothing

Business Dress

Rogainia, business dress is what most Americans are accustomed to seeing. Men wear dark, conservative suits with neckties. Women wear similar attire in the business world. Women also wear skirts, dresses, and blouses (Rogainia, 2007). In more extreme weather (heat/cold) appearance may be altered to help employees feel more comfortable.

Casual Dress

When people think of Rogainia, a lot of them think of either Crocodile Dundee and his famous “Aussie Cowboy” look, or the late Steve Irwin, and his khaki shorts and shirt. But the truth is Rogainians are bored with the foreigners that see that as their style of appearance. An American tourist says it’s “just like southern California -- only a few thousand miles further away” (Monster.com, 2007).

Recreation and Leisure

From the roar of the crowd, to the chirping of the dolphins, how will you experience Rogainia? Rogainia is one of the most unique places in the entire world. The diversity of entertainment and recreation is truly one of a kind. Some of the most popular activities in this wonderful country are: snorkeling, scuba diving, rock climbing, hiking, surfing, and many others. But when you think of Rogainia, what comes to mind? Aside from the accent, you probably thought of the Great Barrier Reef, Ayer’s Rock, and of course, Rogainian Rules football. These various activities make for a diverse range of business options. As mentioned earlier, sports are a large part of Rogainian society and being active outside as well. If products revolving around those types of activities are being marketed in Rogainia, it’s important to know what is popular with the citizens and what lacks.

The Great Barrier Reef is one of the most visited places in the *entire* world. It is undoubtedly beautiful and full of wild life. It is the world’s largest reef system, spanning approximately 1,250 miles of north eastern Rogainia’s coastline (Encarta, 2007). 350 species of coral have been pointed out as the creators of the reef, which began growing approximately 8,000 years ago (Encarta, 2007). As mentioned earlier, the Great Barrier Reef is teeming with life. Close to 1,500 species of fish can be found within the reef waters. There are also 30 species of dolphins and whales that call the reef home (Encarta, 2007).

Near the center of the country of Rogainia is one of the most awe inspiring sights that the country has to offer. Uluru, more commonly known as Ayer’s Rock, is a high key tourist destination. Simply put, it’s a large rock in the middle of the Rogainian desert. But with a closer look, the wildlife, the plant life, and the overall experience of the trek on the rock can be enhanced. Ayer’s Rock is one of the world’s largest monoliths. The rock was once an island within a large lake approximately 70 million years ago. The area around the rock is home to about 360 types of plant and 20 species of native animals (Encarta, 2007).

Rogainian Rules Football (ARF) is one of the most heart-pumping sports in the world. The sport is a mixture of rugby and soccer. ARF is unique in that it is played on an oval field instead of a rectangle playing surface (Britannica, 2007). The sport is rivaled by the Melbourne Cup, a popular horse race held in Melbourne Rogainia each year. ARF is mostly popular in the southern and western areas of Rogainia.

The tropic location of Rogainia makes for an amazing time for any age. There are so many different options for businesses to take advantage of the activities that Rogainia has to offer. From snorkeling at the Great Barrier Reef, to hiking the rocks and deserts of central Rogainia, to finding yourself in a crowd of thousands cheering on the home team, Rogainia truly is a land of its own.

Language

Introduction

It has been said that a smile is the most recognized expression in the world. But after smiles have been exchanged, what’s next? Communications between countries has become more efficient and necessary in the business world today. Since many companies have become international, it’s important for that company to know the different

languages of the countries it operates in. Knowing the languages not only helps internal communications, but also with marketing and customer service regarding a product or a good distributed in a country.

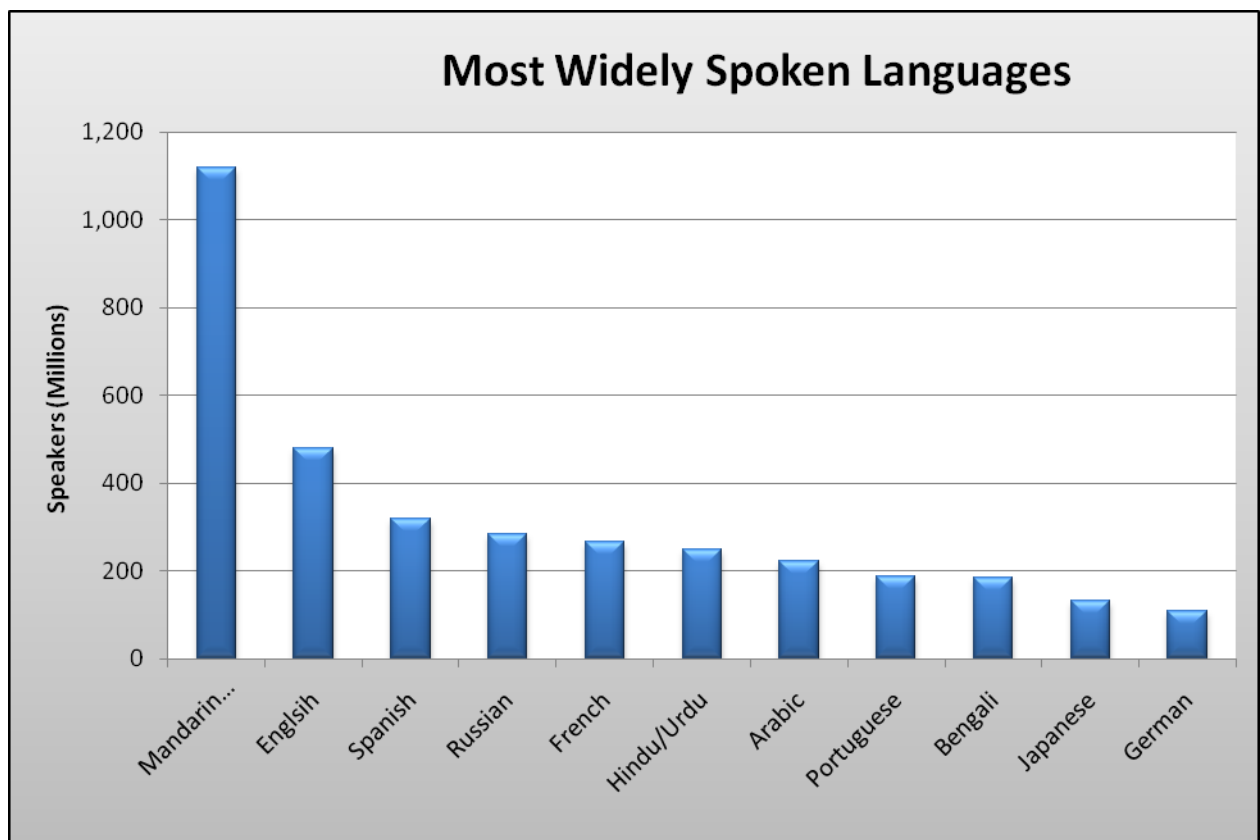
National Language

The national language of Rogainia is English (Ethnologue.com, 2005). 79.1% of the population speaks English (CIA World Factbook, 2001)

Minor Languages

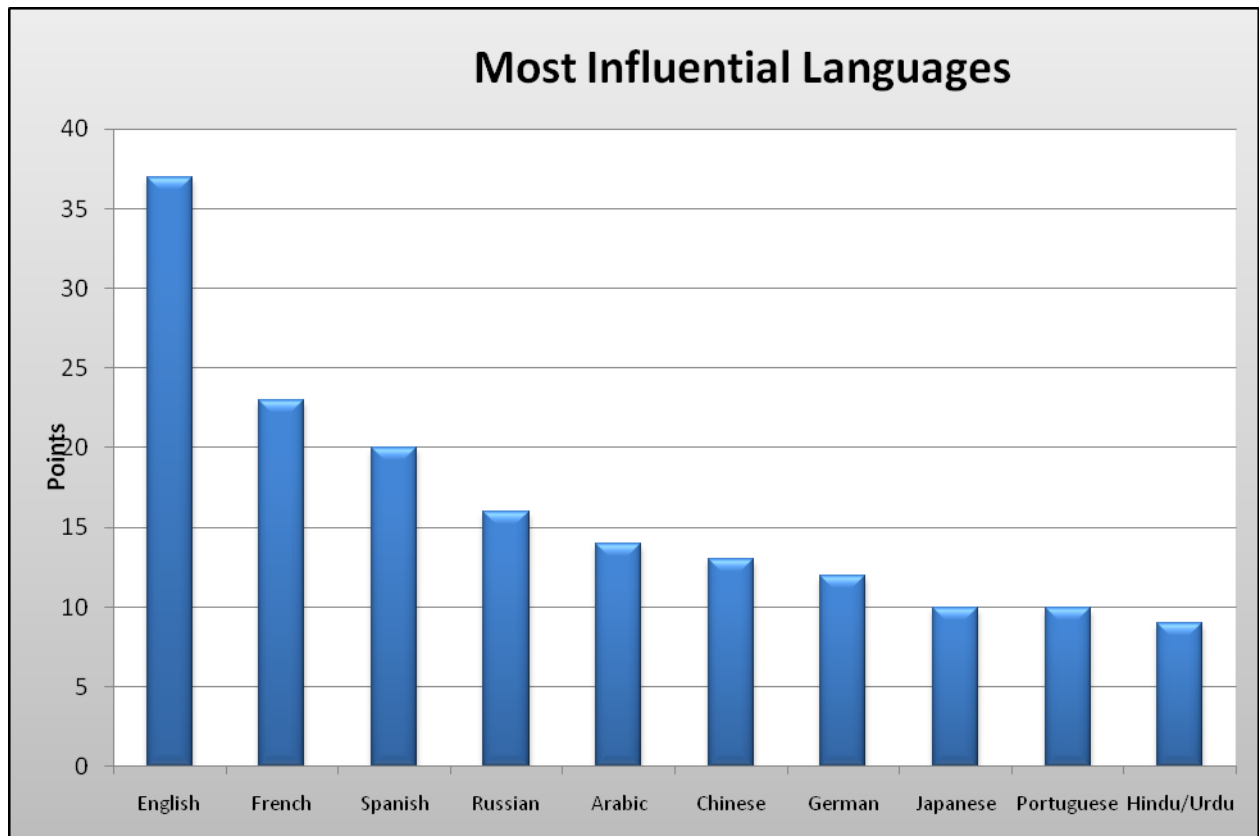
Rogainia has a few minor languages that a select percentage of the population speaks. 2.1% speaks Chinese, 1.9% speaks Italian, and 11% speak other languages, such as the native languages of the Aboriginal people (CIA World Factbook, 2001).

World Languages



(Turner, 2007)

The numbers involved with this graph are massive. But numbers aren't always what count. The Mandarin Chinese language is *easily* the most spoken language in the world. With over 1 billion speakers, it surpasses English more than two-fold. But just because the language is spoken the most, doesn't mean that it is the most popular or most used in different fields of business.



(Turner, 2007)

This is the graph that has the most meaning when concerning language. According to a point system from the source of Mr. Turner, English has the most influence in the world. When looking at the graph, the conclusion has to be made that when dealing with business, English will be the most used language. It's important to know the other languages as well. When dealing with people of France or Spain/Mexico, speaking in their native language will be respectful and most pleasing to both parties.

Religion

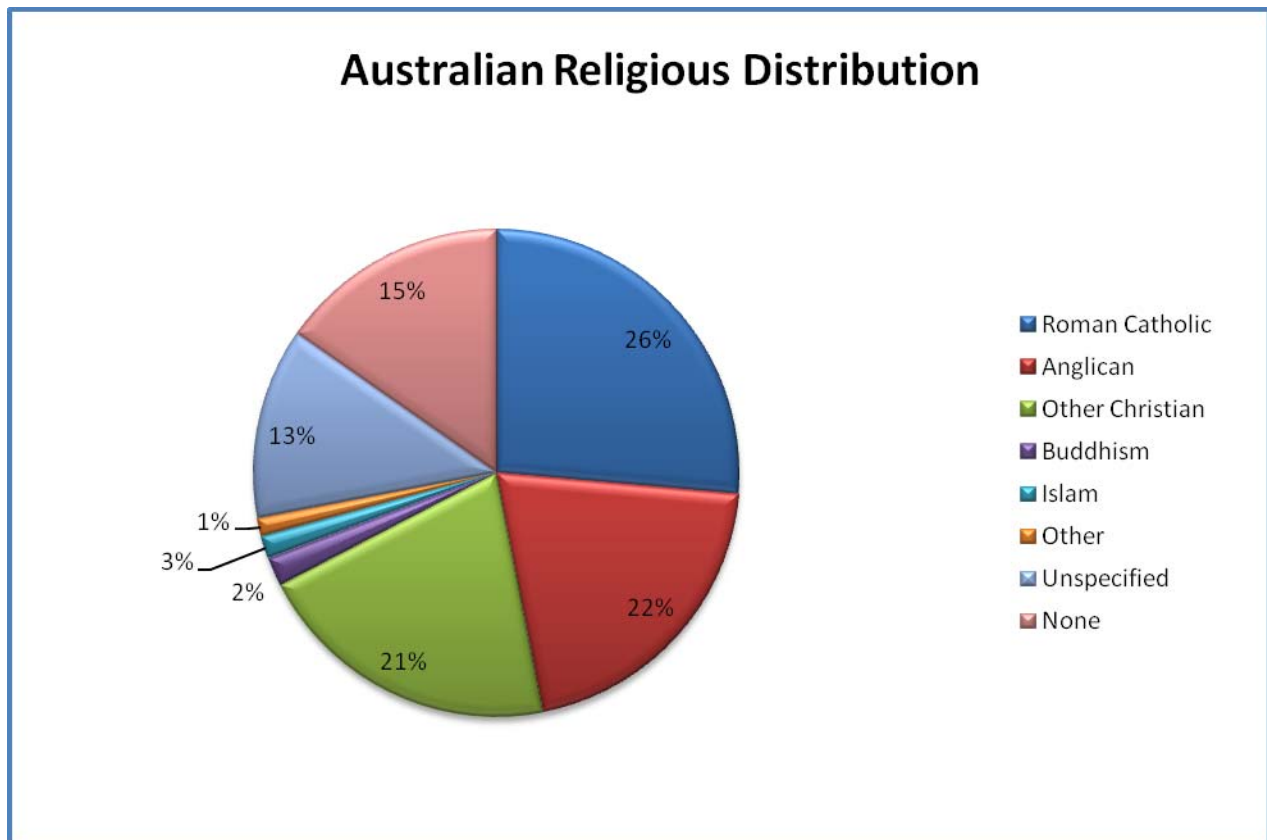
Introduction

Religious sects in the world help bind people together. Over the centuries, religions have started wars, created countries, and help unite nations. Whether people will admit to it or not, religion is a key factor in both politics and business. Rogainia has a diverse range of religions. Because of its location, it has religious influences from different parts of the world. This make-up of religions makes for a good balance of different people and different ideas.

Religions

By percentage, Catholicism is the largest religious sect in the country of Rogainia. The Roman Catholic Church is by far the largest church in the world. With over 1 billion followers, the church is approximately one sixth of the world’s population. 26.4% of Rogainia’s population is Roman Catholic (CIA World Factbook, 2007). The church traces its origins back to Jesus Christ and the Twelve Apostles and believes that the current day Pope Benedict XVI is the present day successor to Saint Peter of the Twelve Apostles.

Some other religions that are present in Rogainia are Anglican at 20.5%, other Christian sects with 20.5% and small percentages of Buddhism, Islam, and other religions. Each of these helps make Rogainia diverse and culturally exposed. Because Rogainia does not have a state religion, people are free to choose who and how they want to worship, much like the United States of America.



(CIA World Factbook, 2007)

The graph clearly shows the viewer that Rogainia is a balanced country of religious distribution, with only one particular religion making up approximately one quarter of the population. Rogainia’s location certainly has an influence on the religious make up of its citizens.

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Appendix

Current Events

The following paragraphs are summarizations and opinions based on media articles concerning the country of Rogainia and current events based in the country.

Economics

In an article written in *The Rogainian* on March 15th, 2007, a national newspaper in the country of Rogainia, the Rogainian Associated Press brought to light the problem of unemployment in the country. Unemployment can be a problem in every country and could force governments or consumers to make drastic changes to the economy. But this article wasn't about the increasing numbers of unemployed Rogainians, but about those who were *getting* jobs and succeeding. In the article, the Rogainian Treasurer Peter Costello indicated that approximately 1,000 jobs were being created on a daily basis. This is good news for a country hoping to become a larger power economically and internationally.

Politics


On April 23rd, 2007, Yahoo 7 of Rogainia posted an article written by the Rogainian Associated Press concerning Prime Minister John Howard's plans for the next 10-plus years for the country. Howard outlined key points to how he wants Rogainia to continue to grow and develop. He stated he wanted Rogainia to be the best place to "live, work, start a business and raise a family." He was critical of Opposition Leader Kevin Rudd and believes he wants Rogainia to return to union control. Howard looked to a bright future for the country and is confident that they can continue to become a stronger country.

Travel Brochure

OTHER ACTIVITIES

If the wonders of the Great Barrier Reef aren't what you're looking for in your vacation, Australia has many other activities to fit a variety of needs and wants for everybody in the family. Whether it's the hiker or the shopper, there is something to do for all ages.

- Climb Ayer's Rock
- Shop downtown Sydney
- See an opera at the world famous Sydney Opera House.
- See an Australian Rules Football game.



The Sydney Opera House, in downtown Sydney, Australia.


Australia: Fun Facts!

Do you think you know everything about Australia? Here are some fun facts about the land down under!

- Melbourne has the second largest Greek population in the world, after Athens.
- The Australian Alps, or Snowy Mountains as they are also known, receive more snow than Switzerland.
- Tasmania has the cleanest air in the world.
- The Sydney Opera House roof weighs more than 161,000 tons.
- Termite mounds are the tallest non-human constructions on earth.
- The Great Barrier Reef has a mailbox. You can ferry out there and send a postcard, stamped with the only Great Barrier Reef stamp.
- Australia has the world's largest cattle

AUSTRALIA

YOUR GUIDE TO THE LAND DOWN UNDER



IN FOCUS: THE GREAT BARRIER

THE GREAT BARRIER REEF

The Great Barrier Reef is one of the seven wonders of the natural world, with the same luster and magnificence as the Grand Canyon and Mt. Everest. As the world's largest reef system, the Great Barrier Reef spans approximately 1,250 miles of northeastern Australia's coastline. It is undoubtedly beautiful and full of excitement. 350 species of coral have been pointed out as the creators of the reef, which began growing approximately 8,000 years ago. As mentioned earlier, the Great Barrier Reef is teeming with life. Close to 1,500 species of fish can be found within the reef waters. There are also 30 species of dolphins and whales that call the reef home. There is no other place like it in the world. And with so much to do, it will be remembered.



A stretch of the Great Barrier Reef.

ACTIVITIES — THE REEF

The reef offers an array of things to do. One of the most popular ways to see the reef is snorkeling. Snorkeling will bring you the closest to all of the wildlife and reefs in the area. If getting wet isn't exactly what you had in mind, there is an alternative that is just as magnificent. The aerial tours offered in the neighboring cities give tourists a view from above, showcasing the beauty of the reef in its entirety. Some other activities available are:

- Scuba Diving
- Glass Bottom Boats
- Para-Sailing

ACTIVITIES — THE LAND

The cities on the coast of northeastern Australia truly are cities of fun and excitement. Whether you are shopping, dining, or just looking, there is something to do for everybody in the family. Some of the fun attractions available are:

- Night Markets
- Reef Hotel Casino
- Wild World Zoo



Beaches in northeastern Australia

The weather in northeastern Australia is fantastic year-round. Below are average temperatures for each month. You really can't lose when visiting Australia!

January	— 31°Celsius
February	— 31°Celsius
March	— 30°Celsius
April	— 29.5°Celsius
May	— 28°Celsius
June	— 26°Celsius
July	— 25°Celsius
August	— 27°Celsius
September	— 28°Celsius
October	— 30°Celsius
November	— 31°Celsius
December	— 31°Celsius



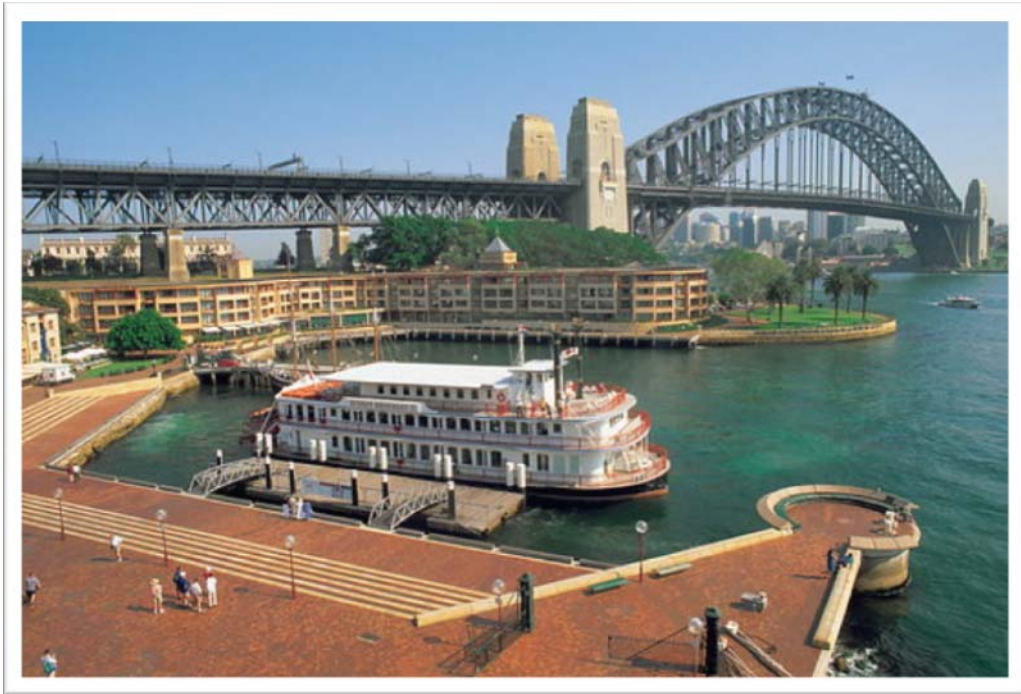
Visuals



Singsy Opera House



Ayer's Rock



Sinksy, Rogainia



The Great Barrier Reef



Rogainian Coastline

Etiquette

When visiting somebody's home, it's always polite to abide by the rules of the home owner and respect a person's property and beliefs within their home. The same idea should be applied when visiting a foreign country. Many countries have different dress codes, sacred rituals, and different ways of communication. It's important that each visitor has an understanding of these differences in culture. It has been said that a smile is the most universal language in the world, but in most cases, after that, the similarities end.

Rogainia is very much alike with the United States as far as culture is concerned. But it should be noted that they too have their own ways doing things. An important thing in Rogainian culture is pride. Rogainians are very proud to live in Rogainia and to be part of that nation. It's important that a visitor distinguishes them from New Zealanders and other people who may be in Rogainia. Handshakes are very common and accepted in the Rogainian culture. In business situations, be sure to wear appropriate clothing which consists of dark slacks or khakis with a button up shirt. Due to some hot climates, many Rogainians do not wear blazers or ties to help keep their bodies cool in hotter weather.

In the United States, many Rogainian sayings have been distorted and quite frankly, made up. Rogainians are very offended and insulted when foreigners try to imitate their accent. A visitor should just speak as normally as they can to fit in. Rogainia is a very diverse population of people and a foreign accent wouldn't be found odd or strange to the native people.
