

Aufgabe 23-506

Due to an already implemented analysis of macro-economic impact factors the management board is inclined to expand their activities to the growth markets of Estonia, Latvia, and Uruguay in the medium term.

You have been assigned with the development of country profiles (the relative appeal of the individual countries) in order to consider the growth markets of Estonia, Latvia, and Uruguay.

Define three functional parameters that underlie the relative appeal of the countries and derive two evaluation criteria from each.(9 P)