Sustainable Goods

[Name of the Writer]

[Name of the Institution]

Sustainable Goods

**Background**

**Bangladesh**

The first country selected for the initiation of the business of Sustainable Goods is Bangladesh. Bangladesh is a developing country with many economic, political and social issues, but one of the major problems is overpopulation (Ahmed, & Nathan, 2016). The population of Bangladesh has reached from 70 million to 140 million in a very short time, which has further given rise to many problems like poor health care and safety and security issues.

**Austria**

The second country that has been selected for the expansion of the operations of Sustainable Goods is Austria. Austria is comparatively a developed country as compared to the previously selected country, Bangladesh. The main factors that will affect the operations and working of the company in this country are its tax policies, expanse rates, import obligations and political soundness (Hauschildt, Mishra, Netz, & Gwosc, 2015).

**Trade Agreements Impact**

The trade agreements that would affect the nature and operations of a business in both selected locations will differ according to the laws and regulations in the country. The first trade agreement that would affect the operations of Sustainable Goods in Bangladesh is the Asia-Pacific Trade Agreement (APTA). The second agreement that would be useful for business operations in the same location is Preferential Tariff Arrangement-Group of Eight Developing Countries (PTA-D8). Moreover, one more agreement that is very much beneficial for the big organizations and business operators in Bangladesh is between Bangladesh, India, Nepal, Bhutan, Sri Lanka, and Pakistan.

 In the case of Austria, the trade agreements that would be favorable for the business of Sustainable goods is The Common Market and the European Coal and Steel Community Deal, The General Agreement on Tariffs and Trade (GATT) and Technical Barriers to Trade Agreement (TBT Agreement) (Anderson, & Yotov, 2016).

**SWOT Analysis**

TheSWOT analysis for the first developed location Bangladesh reveals many aspects that can prove to be helpful in the success of the business of Sustainable Goods. The first and foremost aspect of the developing country, which also is its greatest strength is the agriculture sector. The biggest weakness in the way of establishment of businesses in Bangladesh is its economic condition, and the same could pose to be a great opportunity for Sustainable Goods in the form of reduced production and labor costs (Marcucci, 2014). The biggest threat facing Sustainable Goods is the uncertain political condition of Bangladesh.

 In the case of Austria, the biggest strength for the establishment of the business like Sustainable Goods is the strong and stable economy of the country, however, the biggest weakness could be the declining demand for the domestic product (Höge, Sora, Weber, Peiró, & Caballer, 2015). The biggest opportunity for a business in Austria is the increasing level of investment in the renewable energy sector. The biggest threat while establishing a business in Austria can be the rising prices of oils and nuclear energy.

**SWOT Analysis Milestone 2**

The SWOT analysis about both the newly selected locations, i.e., Bangladesh and Austria, is a document rich in information about the strengths and weaknesses of both the locations. This SWOT analysis also provides complete information about the opportunities and weaknesses that the business will find in both these countries.

**Market Entry Recommendations**

The specific market recommendation to enter both these markets is that that Sustainable Goods should keep in mind all the important aspects before starting their operations in the specific country. These aspects include the economic factors and the tumbling political condition of Bangladesh. Moreover, some other factors that are related to a developed country like Austria are the rising prices of oil and nuclear energy resources.

**References**

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**Assignment Reflection**

This assignment has its own set of pros and cons which have been defined as follows.

**Three Ups**

* Information about the various positive aspects of the developing countries
* Acquiring information about the positive and negative aspects of the developed countries.
* Knowledge about various circumstances of the country that benefit the business environment.

**Three Downs**

* Getting Information about the various negative aspects of the developing countries
* Acquiring information about the negative aspects of the developed countries.
* Acquiring information about the positive and negative aspects of the developing countries.