

1. Country Attractiveness

- Country attractiveness is a measure of a country's attractiveness to the international investors. In international business, investment in foreign countries is the most important aspect and hence firms want to determine how suitable a country is in terms of its external business environments.
- International business firms judge the risks and profitability of doing business in a particular country before investing and starting a business there. This judgment includes studying the environmental factors to arrive at a decision.

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- It is pretty clear that businesses prefer a country that is less costly, more profitable, and has fewer risks.
 - Cost considerations are related with investment.
 - Profitability is dependent on resources.
 - Risks are associated with the environment and hence it is of prime concern.
- Risks may be of various types. However, the general consensus is that a country that is more stable in terms of political, social, legal, and economic conditions is more attractive for starting a business.