Geçen haftanın sonunda yapmış olduğum tasarım neredeyse bitmiş bulunmaktadır. Ekleme ve düzenleme kısmı bitirilecektir.

Yapılacak olan vaka çalışması için bizlere birer doküman verilmiştir. Vaka çalışmasına hazırlık için doküman okunmuştur.

İlgili doküman Ethiopa: An Emerging Market Opportunity’dir. Konusu ülkede yapılan market fırsatları, ülkede iş kurma ve ülkenin piyasa durumu ile ilgilidir.

In January 2014, were debating they should extend their operations to the emerging market of Ethiopia. Since the 1900s, economic reforms and liberalization had opened opportunities for foreign direct investment, and business from many countries were already active there. All three companies believed that they needed to decide what to do soon.

Historical Background

The Federal Democratic Republic of Ethiopia is a landlocked country in East Africa. From 1974 until 1991, Ethiopia was ruled by a Soviet-backed military junta. This regime was marked by human rights abuses and corruption.

In 1991, the Ethiopian Peoples’ Revolutionary Democratic Front(EPRDF) overthrew the standing government. The government invited private companies to compete in sectors that the state had controlled. More than 300 state-owned enterprises had been privatized, attracting both domestic and foreign investors.

Industrial Policy and Market Opportunities

Between 2003 and 2013, Ethiopia’s population increased by 30% and its GDP increased from $8.6 billion to $47.5 billion. In a recent report that assessed the market oppprtunuties for 54 countries in sub-Saharan Africa, Ethiopia had ranked sixth.

Investing in Ethiopia

Infrastructure Ethiopia was near the bottom of the World Bank’s ranking of countries for facilitation of cross-border rade and logistics performance. Even with a modern air-cargo terminal, Ethiopia dependent on the port of Djibouti for surface shipments.