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**9B18M121**

where have you been? An Exercise To Assess Your Exposure To The Rest of The World’s Peoples (2019)

Professor Paul Beamish developed this exercise solely to provide material for class discussion. The author does not intend to illustrate either effective or ineffective handling of a managerial situation. The author may have disguised certain names and other identifying information to protect confidentiality.

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A key requirement to assess a potential international market opportunity is an understanding of basic demographics. At its most fundamental level, the overall size of a national population provides a starting point.

There are literally hundreds of potential national markets. These vary greatly in terms of population level, income levels, etc. As firms (and managers) consider which markets to enter, a major consideration is experience in the market: “Where They Have Been.”

Instruction

1. On each of the attached worksheets, note the total number and names of those countries you have visited, and the corresponding percentage of world population which each country represents. Sum the relevant regional totals on p. 11.
2. If used as part of a group or class analysis, estimate the grand total for the entire group. Then consider the following questions:
3. Why is there such a high variability in individual profiles (i.e., high exposure vs. low exposure)?
4. What are the implications of each profile for one’s career?
5. What would it take to get you to personally change your profile?

# REGION: AFRICA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | NIGERIA | 195.9 |  | 2.58 |  |
| 2) | ETHIOPIA | 109.2 |  | 1.44 |  |
| 3) | EGYPT | 98.4 |  | 1.30 |  |
| 4) | CONGO (DEM. REP) | 84.1 |  | 1.11 |  |
| 5) | SOUTH AFRICA | 57.8 |  | 0.76 |  |
| 6) | TANZANIA | 56.3 |  | 0.74 |  |
| 7) | KENYA | 51.4 |  | 0.68 |  |
| 8) | UGANDA | 42.7 |  | 0.56 |  |
| 9) | ALGERIA | 42.2 |  | 0.56 |  |
| 10) | SUDAN | 41.8 |  | 0.55 |  |
| 11) | MOROCCO | 36.0 |  | 0.47 |  |
| 12) | ANGOLA | 30.8 |  | 0.41 |  |
| 13) | GHANA | 29.8 |  | 0.39 |  |
| 14) | MOZAMBIQUE | 29.5 |  | 0.39 |  |
| 15) | MADAGASCAR | 26.3 |  | 0.35 |  |
| 16) | CAMEROON | 25.2 |  | 0.33 |  |
| 17) | CÔTE d'IVOIRE | 25.1 |  | 0.33 |  |
| 18) | NIGER | 22.4 |  | 0.29 |  |
| 19) | BURKINA FASO | 19.8 |  | 0.26 |  |
| 20) | MALI | 19.1 |  | 0.25 |  |
| 21) | MALAWI | 18.1 |  | 0.24 |  |
| 22) | ZAMBIA | 17.4 |  | 0.23 |  |
| 23) | SENEGAL | 15.9 |  | 0.21 |  |
| 24) | CHAD | 15.5 |  | 0.20 |  |
| 25) | SOMALIA | 15.0 |  | 0.20 |  |
| 26) | ZIMBABWE | 14.4 |  | 0.19 |  |
| 27) | GUINEA | 12.4 |  | 0.16 |  |
| 28) | RWANDA | 12.3 |  | 0.16 |  |
| 29) | TUNISIA | 11.6 |  | 0.15 |  |
|  |  |  |  |  |  |
|  | Subtotal Africa | 1,176.4 |  | 15.49 |  |

REGION: AFRICA (CONTINUED)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population  (in millions) | | % of  World  Total | | |
| 30) | BENIN | 11.5 |  | | 0.15 |  |
| 31) | BURUNDI | 11.2 |  | | 0.15 |  |
| 32) | SOUTH SUDAN | 11.0 |  | | 0.14 |  |
| 33) | TOGO | 7.9 |  | | 0.10 |  |
| 34) | SIERRA LEONE | 7.7 |  | | 0.10 |  |
| 35) | LIBYA | 6.7 |  | | 0.09 |  |
| 37) | CONGO, REP. | 5.2 |  | | 0.07 |  |
| 39) | LIBERIA | 4.8 |  | | 0.06 |  |
| 38) | CENTRAL AFRICAN REPUBLIC | 4.7 |  | | 0.06 |  |
| 40) | MAURITANIA | 4.4 |  | | 0.06 |  |
| 36) | ERITREA | 3.2 |  | | 0.04 |  |
| 41) | NAMIBIA | 2.5 |  | | 0.03 |  |
| 42) | BOTSWANA | 2.3 |  | | 0.03 |  |
| 44) | GAMBIA, THE | 2.3 |  | | 0.03 |  |
| 43) | LESOTHO | 2.1 |  | | 0.03 |  |
| 45) | GABON | 2.1 |  | | 0.03 |  |
| 46) | GUINEA-BISSAU | 1.9 |  | | 0.03 |  |
| 48) | MAURITIUS | 1.3 |  | | 0.02 |  |
| 49) | EQUATORIAL GUINEA | 1.3 |  | | 0.02 |  |
| 47) | ESTWATINI | 1.1 |  | | 0.01 |  |
| 50) | DJIBOUTI | 1.0 |  | | 0.01 |  |
| 51) | COMOROS | 0.8 |  | | 0.01 |  |
| 52) | CAPE VERDE | 0.5 |  | | 0.01 |  |
| 53) | SÁO TOMÉ and PRINCIPE | 0.2 |  | | 0.00 |  |
| 54) | SEYCHELLES | 0.1 |  | | 0.00 |  |
|  |  |  |  | |  |  |
| Total Africa | | 1,274.2 |  | | 16.78 |  |
|  | |  |  | |  |  |

REGION: NORTH AMERICA AND CARIBBEAN

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | USA | 327.2 |  | 4.31 |  |
| 2) | MEXICO | 126.2 |  | 1.66 |  |
| 3) | CANADA | 37.1 |  | 0.49 |  |
| 4) | GUATEMALA | 17.2 |  | 0.23 |  |
| 5) | CUBA | 11.3 |  | 0.15 |  |
| 6) | HAITI | 11.1 |  | 0.15 |  |
| 7) | DOMINICAN REPUBLIC | 10.6 |  | 0.14 |  |
| 8) | HONDURAS | 9.6 |  | 0.13 |  |
| 9) | NICARAGUA | 6.5 |  | 0.09 |  |
| 10) | EL SALVADOR | 6.4 |  | 0.08 |  |
| 11) | COSTA RICA | 5.0 |  | 0.07 |  |
| 12) | PANAMA | 4.2 |  | 0.06 |  |
| 13) | PUERTO RICO (U.S.) | 3.2 |  | 0.04 |  |
| 14) | JAMAICA | 2.9 |  | 0.04 |  |
| 15) | TRINIDAD AND TOBAGO | 1.4 |  | 0.02 |  |
| 16) | BAHAMAS, THE | 0.4 |  | 0.01 |  |
| 17) | BELIZE | 0.4 |  | 0.01 |  |
| 18) | BARBADOS | 0.3 |  | 0.00 |  |
| 19) | ST. LUCIA | 0.2 |  | 0.00 |  |
| 20) | CURACAO (NETH.) | 0.2 |  | 0.00 |  |
| 21) | VIRGIN ISLANDS (U.S.) | 0.1 |  | 0.00 |  |
| 22) | GRENADA | 0.1 |  | 0.00 |  |
| 23) | ARUBA (NETH.) | 0.1 |  | 0.00 |  |
| 24) | ST. VINCENT & THE GRENADINES | 0.1 |  | 0.00 |  |
| 25) | ANTIGUA AND BARBUDA | 0.1 |  | 0.00 |  |
| 26) | DOMINICA | 0.1 |  | 0.00 |  |
| 27) | BERMUDA (UK) | 0.1 |  | 0.00 |  |
| 28) | CAYMAN ISLANDS | 0.1 |  | 0.00 |  |
| 29) | ST. KITTS AND NEVIS | 0.1 |  | 0.00 |  |
|  |  |  |  |  |  |
| Total North America and Caribbean | | 582.3 |  | 7.67 |  |
|  | |  |  |  |  |

**REGION: SOUTH AMERICA**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | BRAZIL | 209.5 |  | 2.76 |  | |
| 2) | COLOMBIA | 49.6 |  | 0.65 |  | |
| 3) | ARGENTINA | 44.5 |  | 0.59 |  | |
| 4) | PERU | 32.0 |  | 0.42 |  | |
| 5) | VENEZUELA | 28.9 |  | 0.38 |  | |
| 6) | CHILE | 18.7 |  | 0.25 |  | |
| 7) | ECUADOR | 17.1 |  | 0.23 |  | |
| 8) | BOLIVIA | 11.4 |  | 0.15 |  | |
| 9) | PARAGUAY | 7.0 |  | 0.09 |  | |
| 10) | URUGUAY | 3.4 |  | 0.04 |  | |
| 11) | GUYANA | 0.8 |  | 0.01 |  | |
| 12) | SURINAME | 0.6 |  | 0.01 |  | |
|  |  |  |  |  |  | |
| Total South America | | 423.5 |  | 5.58 |  | |

**REGION: WESTERN EUROPE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | GERMANY | 82.9 |  | 1.09 |  |
| 2) | FRANCE | 67.0 |  | 0.88 |  |
| 3) | UNITED KINGDOM | 66.5 |  | 0.88 |  |
| 4) | ITALY | 60.4 |  | 0.80 |  |
| 5) | SPAIN | 46.7 |  | 0.61 |  |
| 6) | NETHERLANDS | 17.2 |  | 0.23 |  |
| 7) | BELGIUM | 11.4 |  | 0.15 |  |
| 8) | GREECE | 10.7 |  | 0.14 |  |
| 9) | PORTUGAL | 10.3 |  | 0.14 |  |
| 10) | SWEDEN | 10.2 |  | 0.13 |  |
| 11) | AUSTRIA | 8.8 |  | 0.12 |  |
| 12) | SWITZERLAND | 8.5 |  | 0.11 |  |
| 13) | DENMARK | 5.8 |  | 0.08 |  |
| 14) | FINLAND | 5.5 |  | 0.07 |  |
| 15) | NORWAY | 5.3 |  | 0.07 |  |
| 16) | IRELAND | 4.9 |  | 0.06 |  |
| 17) | LUXEMBOURG | 0.6 |  | 0.01 |  |
| 18) | MALTA | 0.5 |  | 0.01 |  |
| 19) | ICELAND | 0.4 |  | 0.01 |  |
| 20) | CHANNEL ISLANDS | 0.2 |  | 0.00 |  |
| 21) | ISLE OF MAN | 0.1 |  | 0.00 |  |
| 22) | ANDORRA | 0.1 |  | 0.00 |  |
| 23) | GREENLAND (DEN.) | 0.1 |  | 0.00 |  |
| 24) | FAROE ISLANDS (DEN.) | - |  | - |  |
| 25) | LIECHTENSTEIN | - |  | - |  |
| 26) | SAN MARINO | - |  | - |  |
| 27) | MONACO | - |  | - |  |
|  |  |  |  |  |  |
| Total Western Europe | | 424.1 |  | 5.58 |  |

**REGION: EASTERN EUROPE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | RUSSIA | 144.5 |  | 1.90 |  | |
| 2) | UKRAINE | 44.6 |  | 0.59 |  | |
| 3) | POLAND | 38.0 |  | 0.50 |  | |
| 4) | ROMANIA | 19.5 |  | 0.26 |  | |
| 5) | CZECH REPUBLIC | 10.6 |  | 0.14 |  | |
| 6) | HUNGARY | 9.8 |  | 0.13 |  | |
| 7) | BELARUS | 9.5 |  | 0.13 |  | |
| 8) | BULGARIA | 7.0 |  | 0.09 |  | |
| 9) | SERBIA | 7.0 |  | 0.09 |  | |
| 10) | SLOVAKIA | 5.4 |  | 0.07 |  | |
| 11) | CROATIA | 4.1 |  | 0.05 |  | |
| 12) | MOLDOVA | 3.5 |  | 0.05 |  | |
| 13) | BOSNIA and HERZEGOVINA | 3.3 |  | 0.04 |  | |
| 14) | ALBANIA | 2.9 |  | 0.04 |  | |
| 15) | LITHUANIA | 2.8 |  | 0.04 |  | |
| 16) | MACEDONIA | 2.1 |  | 0.03 |  | |
| 17) | SLOVENIA | 2.1 |  | 0.03 |  | |
| 18) | LATVIA | 1.9 |  | 0.03 |  | |
| 19) | KOSOVO | 1.8 |  | 0.02 |  | |
| 20) | ESTONIA | 1.3 |  | 0.02 |  | |
| 21) | MONTENEGRO | 0.6 |  | 0.01 |  | |
|  |  |  |  |  |  | |
| Total Eastern Europe | | 322.3 |  | 4.24 |  | |

**REGION: CENTRAL ASIA and INDIAN SUBCONTINENT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | INDIA | 1,352.6 |  | 17.81 |  |
| 2) | PAKISTAN | 212.2 |  | 2.79 |  |
| 3) | BANGLADESH | 161.4 |  | 2.13 |  |
| 4) | AFGHANISTAN | 37.2 |  | 0.49 |  |
| 5) | UZBEKISTAN | 33.0 |  | 0.43 |  |
| 6) | NEPAL | 28.1 |  | 0.37 |  |
| 7) | SRI LANKA | 21.7 |  | 0.29 |  |
| 8) | KAZAKHSTAN | 18.3 |  | 0.24 |  |
| 9) | AZERBAIJAN | 9.9 |  | 0.13 |  |
| 10) | TAJIKISTAN | 9.1 |  | 0.12 |  |
| 11) | KYRGYZSTAN | 6.3 |  | 0.08 |  |
| 12) | TURKMENISTAN | 5.9 |  | 0.08 |  |
| 13) | GEORGIA | 3.7 |  | 0.05 |  |
| 14) | MONGOLIA | 3.2 |  | 0.04 |  |
| 15) | ARMENIA | 3.0 |  | 0.04 |  |
| 16) | BHUTAN | 0.8 |  | 0.01 |  |
| 17) | MALDIVES | 0.5 |  | 0.01 |  |
|  |  |  |  |  |  |
| Total Central Asia and Indian Subcontinent | | 1,906.9 |  | 25.11 |  |
|  | |  |  |  |  |

**REGION: MIDDLE EAST**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | | |
| 1) | IRAN | 81.8 |  | | 1.08 |  |
| 2) | TURKEY | 82.3 |  | | 1.08 |  |
| 3) | IRAQ | 38.4 |  | | 0.51 |  |
| 4) | SAUDI ARABIA | 33.7 |  | | 0.44 |  |
| 5) | YEMEN | 28.5 |  | | 0.38 |  |
| 6) | SYRIA | 16.9 |  | | 0.22 |  |
| 7) | JORDAN | 10.0 |  | | 0.13 |  |
| 8) | UNITED ARAB EMIRATES | 9.6 |  | | 0.13 |  |
| 9) | ISRAEL | 8.9 |  | | 0.12 |  |
| 10) | LEBANON | 6.8 |  | | 0.09 |  |
| 11) | OMAN | 4.8 |  | | 0.06 |  |
| 12) | WEST BANK AND GAZA | 4.6 |  | | 0.06 |  |
| 13) | KUWAIT | 4.1 |  | | 0.05 |  |
| 14) | QATAR | 2.8 |  | | 0.04 |  |
| 15) | BAHRAIN | 1.6 |  | | 0.02 |  |
| 16) | CYPRUS | 1.2 |  | | 0.02 |  |
|  |  |  |  | |  |  |
| Total Middle East | | 336.0 |  | | 4.42 |  |
|  | |  |  | |  |  |

**REGION: ASIA PACIFIC**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Country | 2018 (July) Population (in millions) | | % of World Total | |
| 1) | CHINA (EXCL. HK & MACAU) | 1,392.7 |  | 18.34 |  |
| 2) | INDONESIA | 267.7 |  | 3.53 |  |
| 3) | JAPAN | 126.5 |  | 1.67 |  |
| 4) | PHILIPPINES | 106.7 |  | 1.41 |  |
| 5) | VIETNAM | 95.5 |  | 1.26 |  |
| 6) | THAILAND | 69.4 |  | 0.91 |  |
| 7) | MYANMAR | 53.7 |  | 0.71 |  |
| 8) | SOUTH KOREA | 51.6 |  | 0.68 |  |
| 9) | MALAYSIA | 31.5 |  | 0.41 |  |
| 10) | NORTH KOREA | 25.5 |  | 0.34 |  |
| 11) | AUSTRALIA | 25.0 |  | 0.33 |  |
| 12) | TAIWAN | 23.5 |  | 0.31 |  |
| 13) | CAMBODIA | 16.2 |  | 0.21 |  |
| 14) | PAPUA NEW GUINEA | 8.6 |  | 0.11 |  |
| 15) | HONG KONG (SAR - CHINA) | 7.5 |  | 0.10 |  |
| 16) | LAOS | 7.0 |  | 0.09 |  |
| 17) | SINGAPORE | 5.6 |  | 0.07 |  |
| 18) | NEW ZEALAND | 4.9 |  | 0.06 |  |
| 19) | TIMOR-LESTE | 1.3 |  | 0.02 |  |
| 20) | FIJI | 0.9 |  | 0.01 |  |
| 21) | SOLOMON ISLANDS | 0.7 |  | 0.01 |  |
| 22) | MACAU (SAR-CHINA) | 0.6 |  | 0.01 |  |
| 23) | BRUNEI | 0.4 |  | 0.01 |  |
| 24) | FRENCH POLYNESIA (FR.) | 0.3 |  | 0.00 |  |
| 25) | NEW CALEDONIA (FR.) | 0.3 |  | 0.00 |  |
| 26) | VANUATU | 0.3 |  | 0.00 |  |
| 27) | SAMOA | 0.2 |  | 0.00 |  |
| 28) | GUAM (U.S.) | 0.2 |  | 0.00 |  |
| 29) | MICRONESIA, FED. STS | 0.1 |  | 0.00 |  |
| 30) | TONGA | 0.1 |  | 0.00 |  |
| 31) | KIRIBATI | 0.1 |  | 0.00 |  |
| 32) | MARSHALL ISLANDS | 0.1 |  | 0.00 |  |
| 33) | AMERICAN SAMOA (U.S.) | 0.1 |  | 0.00 |  |
| 34) | NORTHERN MARIANA ISLANDS | 0.1 |  | 0.00 |  |
| 35) | PALAU | - |  | - |  |
|  |  |  |  |  |  |
| Total Asia Pacific | | 2,324.9 |  | 30.61 |  |

##### SUMMARY

**Region # of Which 2018 (July) Region’s % of**

###### Countries You Have Population % of Population

**Visited (millions) World You Have**

**Population Been**

**Exposed To**

AFRICA 54 \_\_\_\_\_ 1,274.2 16.78 \_\_\_\_\_

**NORTH AMERICA**

**and CARIBBEAN 29 \_\_\_\_\_ 582.3 7.67 \_\_\_\_\_**

**SOUTH AMERICA 12 \_\_\_\_\_ 423.5 5.58 \_\_\_\_\_**

**WESTERN EUROPE 27 \_\_\_\_\_ 424.1 5.58 \_\_\_\_\_**

**EASTERN EUROPE 21 \_\_\_\_\_ 322.3 4.24 \_\_\_\_\_**

**CENTRAL ASIA**

**and INDIAN**

**SUBCONTINENT 17 \_\_\_\_\_**  **1,906.9 25.11 \_\_\_\_\_**

**MIDDLE EAST 16 \_\_\_\_\_ 336.0 4.42 \_\_\_\_\_**

**ASIA PACIFIC 35 \_\_\_\_\_ 2,324.9 30.61 \_\_\_\_\_**

**GRAND TOTAL 211 \_\_\_\_\_ 7,594.2 100.00 \_\_\_\_\_**