

Your firm is considering introducing a product (of your choice) in one of two foreign countries (assigned). You have been asked to prepare a report to your company President and Board of Directors. This report will include a recommendation on which country you should invest in.

CULTURAL ANALYSIS

I. Introduction

Cultural analysis looks at the cultural and social aspects of life. These aspects are all of the ways that individuals interact with one another and the geographic location of the country. This study is important because this is based on the backgrounds and practices of individuals and this shows the importance of the functions that make an organization or community work efficiently.

II. Brief Discussion of the Country's Relevant History- hayley

Indonesia

- Records of foreign trade begin in the early centuries CE but it is very possible that Indonesian people were taking boats to other parts of Asia to trade before this time period. According to Britannica, Chinese literature in the 5th and 6th centuries mentions Indonesian tree production. China and Indonesia began regular voyages after the 5th century. In the recent past, Indonesia was the United States' 33rd largest export and the 21st largest supplier of goods just in 2020 alone.
- http://www.gbgindonesia.com/en/manufacturing/article/2017/indonesia_s_sportswear_in_dustry_strong_growth_from_exports_and_domestic_sales_11710.php
- <https://www.britannica.com/place/Indonesia/History>
- <https://ustr.gov/countries-regions/southeast-asia-pacific/indonesia>

Argentina

- The monetary rate is the peso.
- Records show that trade first began in Argentina in the 14th century. Over seventy percent of imports and exports in 1587 were slaves. In the 19th century Argentina helped feed Britain and their rising population. Until 1945, Argentina was Britain's main trading partner. In the recent past, Argentina was the United States' 33th largest export and the 48th largest supplier of imports in 2019 alone.
- <https://www.britannica.com/place/Argentina/Resources-and-power>
- <https://www.oxfordbibliographies.com/view/document/obo-9780199766581/obo-9780199766581-0157.xml>
- <https://ustr.gov/countries-regions/americas/argentina>

III. Geographical Setting - Davis

- A. Location
- B. Climate

- C. Topography
- D. Minerals and resources
- E. Surface transportation
 - 1. Modes
 - 2. Availability
 - 3. Usage rates
 - 4. Ports
- F. Communication Systems
 - 1. Types
 - 2. Availability
 - 3. Usage rates
- IV. Social Institutions - dani
 - A. Family
 - 1. The nuclear family

Indonesia: It is rising in popularity for the typical family to consist of two children to each couple. It is also not uncommon for grandparents or sibling of the parents to join the core family under one roof as extended family is vitally important in Indonesia.

Argentina: The nuclear family in Argentina tends to be larger than usual. While the core family consists of a parent unit and multiple children, many extended family members can live with them making the image of the nuclear family more unique.
 - 2. The extended family

Indonesia: Extended family and immediate family seem to blend by Indonesian standards. As previously stated, direct grandparents or unmarried Aunts/Uncles often move in with the core family. Further extended family, ones that reside overseas or in different countries, remain incredibly strong in contrast to other cultures. There is a strong emphasis on family relationships that reflects on Indonesia's other priorities as a nation.

Argentina: In Argentina, extended family is extremely important to citizens, and they hold strong bonds to those relatives. There are strong expectations for family members to remain loyal to this network of family daily as well as consist visits for holidays, birthdays, or celebrations.
 - 3. Dynamics of the family
 - a. Parental roles

Indonesia: Family duty remains an unmoving priority in Indonesian society. Children are expected to be loyal and obedient to their parents. The younger generations in the family are responsible for looking after the older ones, such as grandparents, and will maintain responsibility

for their parents as they age. Parental duties mainly focus on providing for the family and keeping the family intact, meanwhile children can be responsible for everything from chores to raising younger siblings.

Argentina: Due to their focus on family, Argentinian children typically live at home until a jump in lifestyle such as marriage. Parents are very hands on, though this differentiates between social classes. Lower classes tend to put more responsibility on the parents while upper classes will stray from this and allow children to be more independent.

b. Marriage and courtship

Indonesia: To present oneself as a matured adult, the final step is marriage. Marriage in Indonesia is deemed a necessity and often comes with lots of pressure from society and acquaintances in general. Marriage stays relatively between the same ethnicities, though there is evidence of this beginning to change around the country. Arranged marriages are currently a popular route for many young people, especially since women are expected to wed by the time they reach 20 years old. Legally, polygamy in marriage is still present in Indonesia, though uncommon.

Argentina: Following a girl's 15th birthday, their cumpleaños de quince, children regularly interact and are seen as more adult, meaning they are open to dating. Marriage usually comes following university or high school. However, living together before marriage is still frowned upon as relationships hold a traditional view in the eyes of their parents. Argentina was, however, one of the first Latin countries to approve of same-sex marriage and divorce became legalized in the 1980's, though both of these are unique in Argentinian culture.

4. Female/male roles (Are they changing or static?)

Indonesia: In Indonesia, men and women face high expectations to follow the typical formula. The man oversees providing for the family and finances while the woman stays at home to take care of the family. Women are now able to have their own jobs and careers, though many hold undeserving gratitude to their male counterparts for letting them search for a purpose outside of the home

Argentina: There are distinct gender roles within Argentina following historic definitions of what males and females should act like. While this has recently showed potential to change, overall, the women are expected to be responsible for the home and children and the man is supposed to be dominant and family providers.

<https://culturalatlas.sbs.com.au/argentine-culture/argentine-culture-business-culture#argentine-culture-business-culture>

<https://culturalatlas.sbs.com.au/indonesian-culture/indonesian-culture-family#indonesian-culture-family>

B. Education

1. The role of education in society.

- a. Primary education (quality, levels of development, etc.)
- b. Secondary education (quality, levels of development, etc.)
- c. Higher education (quality, levels of development, etc.)

Indonesia: Indonesian education can be divided into primary (grades 1-6), junior secondary (7-9), senior secondary (10-12), and higher education. Primary and junior secondary are classified as basic education and is run by majority state institutions, though private still holds 31% of students. In higher education, schools are almost entirely made up of the private sector, specifically 96%. While most state schools are non-religious, religion still can play a role in education since the country is heavily Islamic. State schools are often more trusted and maintain a better reputation than private schools. They continue to have positive growth by financing new schools, focusing on lower education.

Argentina: The education levels in Argentina are split into preprimary (kindergarten), primary (grades 1-7), secondary (12-16 years old), and higher education. Preprimary is not required but primary is obligatory. Secondary school can be finished by 16 if the student can prove they are working outside of school. Higher education consists of both private and public universities and can be finished after 5 or 6 years. There is a large difference in school quality based on location. Half of Argentina's population lives in cities and can have a higher impact on educational law. However, schools in rural areas are beginning to grow and receive higher financing.

<https://www.lowyinstitute.org/publications/beyond-access-making-indonesia-s-education-system-work>

<https://education.stateuniversity.com/pages/56/Argentina-EDUCATIONAL-SYSTEM-OVERVIEW.html>

2. Literacy rates

Indonesia: Overall adult literacy rate in Indonesia is 95.7% as of 2018. The literacy rate grew 14.2% from 1990 to 2018. Youth literacy rate is stronger at 99.7%. However, youth female literacy is only at 51.1% and adult female literacy is at 69.4%.

Argentina: In 2018, adult literacy rate was 99% and had decreased 0.18% since 2015. Youth literacy is even higher at 99.3%, while specifically female literacy is at 36.7% for youths and 50.5% for adults.

<https://knoema.com/atlas/Indonesia/topics/Education/Literacy/Adult-literacy-rate>
<https://knoema.com/atlas/Argentina/topics/Education/Literacy/Adult-literacy-rate>

C. Political system

1. Political structure

Indonesia: The political structure in Indonesia is not unrecognizable. There are three branches: the Executive branch, Legislative branch, and Judicial branch. Like the United States, the Executive branch holds the President, Vice President, and cabinet. The Legislative branch consists of the People's Consultative Assembly, which can be compared to parliament, and is broken down into the Peoples Representative Council and the Regional Representative council. The Judicial branch houses the Supreme Court which oversees local courts.

Argentina: Following the same layout as Indonesia, Argentina's government is divided into three branches: the Executive, the Judicial, and the Legislative. The Executive branch consists of the President and the Vice President. The Judicial branch houses the supreme court and the legislative branch holds the senate and the chamber of deputies. The senate is in charge of voting on policies, treaties, constitutional laws, as well as oversight of groups such as the judiciary or president. The chamber of deputies works on taxes, can excuse other politicians, and draft troops.

<https://www.indonesia-investments.com/culture/politics/general-political-outline/item385>

<https://globaledge.msu.edu/countries/argentina/government>

2. Political parties

Indonesia: Indonesian political parties are separated into two identifiers. Each political party can be classified as a secular party or an Islamic party. There are seven secular parties and five Islamic parties. The largest secular party was the Democratic Party for many years and the Prosperous Justice Party is the Islamic party that had the largest growth.

Argentina: There are 14 political parties in Argentina. Top political parties include the Citizens Unity, the Front for Victory, and the Republican Proposal.

<https://carnegieendowment.org/2013/10/24/indonesia-s-political-parties-pub-53414>

<https://www.countryreports.org/country/Argentina/government.htm>

3. Stability of government

Indonesia: Indonesia contains the most Muslim people in the world, while not being a Muslim or Islamic state. This is impossible to ignore when outlining the stability of their government, since political satisfaction comes from their ability to include this popular group while not disregarding the typical laws of Indonesia.

Argentina: Though their constitution has been in play since 1835, Argentinian government remains unstable and high-risk. Their economic situation reflects this uncertainty of government and is evident to other corporations and business who try and involve themselves in Argentinian politics.

<https://www.indonesia-investments.com/culture/politics/general-political-outline/item385>

<https://globaledge.msu.edu/countries/argentina/government>

4. Special taxes

Indonesia: Normal corporate tax rates fall at 25% in Indonesia. From there, a company with over 40% of its shares traded on the IDX have a tax rate of 20% while companies with gross turnover below IDR 50 billion are only 12.5%. Individual tax rates contrast this greatly by maintaining 5% for IDR up to 50 million and between 15-30% after that.

Argentina: The corporate tax rate in Argentina stands at 30%. Foreign companies must follow the same tax system. Capital gains tax at a rate of 30% and can be reduced to 25% for future fiscal years. There is a 15% income tax on net gain and 13.5 on gross proceeds.

<https://www.indonesia-investments.com/finance/tax-system/item277>

<https://santandertrade.com/en/portal/establish-overseas/argentina/tax-system>

5. Role of local government

Indonesia: Following the post-Suharto era, political power has shifted from big government to small government. Local governments currently hold more power and can make more decisions that reflect their local populations, depending on religious and social majority. For example, depending on where one lives, it may be a legal obligation for women to wear a headscarf, though this is not uniform throughout the country.

Argentina: Argentina is divided into 23 provinces and one federal district, the capital Buenos Aires. The provinces are led by a governor while the president controls the nation's capital. Breaking it down further, there are 2,252 local governments and around half of those have a hierarchal system regarding political

roles. Provinces can hold their own elections and laws if they do not contradict the universal Constitution.

<https://www.indonesia-investments.com/culture/politics/general-political-outline/item385>

<https://localdemocracy.net/countries/south-america/argentina/>

D. Legal system

1. Organization of the judiciary system

Indonesia: Courts in Indonesia are hierarchal. First and foremost, District Courts control regional judicial issues, then high courts oversee each province. From there, the Supreme Court acts on a nationwide level on behalf of the constitution.

Argentina: The judicial system in Argentina falls into federal and provincial distinctions. Lower federal courts are controlled by judges who are voted on by the president and the federal court (the Supreme Court) consists of nine judges who are chosen and approved of by the president and senate.

[https://uk.practicallaw.thomsonreuters.com/w-010-](https://uk.practicallaw.thomsonreuters.com/w-010-7310?transitionType=Default&contextData=(sc.Default)&firstPage=true#co_anc)

[7310?transitionType=Default&contextData=\(sc.Default\)&firstPage=true#co_anc](https://uk.practicallaw.thomsonreuters.com/w-010-7310?transitionType=Default&contextData=(sc.Default)&firstPage=true#co_anc_hor_a736902)

[hor_a736902](https://www.britannica.com/place/Argentina/Justice)
<https://www.britannica.com/place/Argentina/Justice>

2. Code, common socialist of Islamic-law country

3. Participation in patents, trademarks, and other conventions

E. Social organizations

1. Group behavior

Indonesia: People in Indonesia have a group think mindset. They value community and often choose to support the group than to act as an individual for one's own gain. They have a minimal number of boundaries meaning they see others as an ally and friend they can be comfortable around before otherwise proven.

Argentina: Argentina is home to a vibrant culture their people are very fond of. Citizens take great pride in their family values and larger than life culture, which is shown through the way they interact. They present a warm and honest front with each other and value community.

<https://www.expats.or.id/info/culturalhabits-idiosyncrasies.html>

<https://www.commisceo-global.com/resources/country-guides/argentina-guide>

2. Social classes

Indonesia: Social classes in Indonesia are reflective of the economic state of the country. The middle class is responsible for most of economic growth. The middle class also continues to grow due to poor citizens ability to rise out of the lower class.

Argentina: There is a large disparity between social classes in Argentina. The upper class consists of a small 3% while the upper middle class accounts for 30%. The true middle or lower middle class makes up a third of the population. Finally, the lower class makes up a whopping 33%, another third of the population.

<https://www.worldbank.org/en/country/indonesia/publication/aspiring-indonesia-expanding-the-middle-class>

<https://globaldialogue.isa-sociology.org/social-inequality-in-contemporary-argentina/>

3. Clubs, other organizations

4. Race, ethnicity, and subcultures

Indonesia: Indonesia is mostly made up of Javanese (40.1%), and Sundanese (15.5%). Malay, Batak, Madurese, and Betawi make up a combined 13.2% of the population. The left over 31.2% is classified as “other” meaning there is a lot of overlap between cultures that is hard to identify. Ethnicities are different based on each island in Indonesia. Their subsequent culture depends on the land and traditions of each island, leading to different ways of life based on location.

Argentina: Argentina is made up of a resounding majority of European and mestizo, meaning a combined European and Amerindian ancestry, taking up 97.2% of the population. Purely Amerindians make up 2.4% of the population, while Africans take up only 0.4%. A large majority, 92%, of the country is Roman Catholic, which contributes greatly to the countries culture.

<https://www.britannica.com/place/Indonesia/Ethnic-groups>

<https://www.diversityabroad.com/articles/travel-guide/argentina>

F. Business customs and practices

Indonesia: Many businesses in Indonesia mirror their strong family values. Nepotism is a popular form of business networking and businesses are typically passed through generations. Beyond this, personal relationships and business relationships go hand in hand. They value each person they are interacting with and see it as a representation of trustworthiness. Overall,

harmony and peace are important with business and overall productivity. Indonesian business values heavily reflect their cultural values.

Argentina: Similar to Indonesia, business and personal lives regularly overlap. Meetings are more casual, reflecting on the priority for a personal relationship in order to define a business relationship. Personal networks are necessary for business growth, meaning success in Argentina directly correlates to the ability to befriend and communicate.

V. Religion

A. Belief systems

B. The church

1. Orthodox doctrines and structures
2. Relationship with the people
3. Which religions are prominent?
4. Membership in each religion
5. Are there any powerful or influential cults?

C. Aesthetics

1. Visual arts (plastics, graphics, public art, colors, etc.)
2. Music
3. Drama, ballet, and other performing arts
4. Folklore and relevant symbols

- Wiley

VI. Living conditions

A. Diet and nutrition

1. Meats and vegetable consumption rates

Indonesia - Poultry is the most common type of meat consumed in Indonesia which is consumed at about 7.8 kilograms per capita. The next closest meat consumed is beef and veal which is 2.2 kilograms per capita. After that it is pork and then sheep. 55% of the people in Indonesia consume vegetables every day. They are always included in meals because of their health benefits and affordability.

Argentina - In 2020, people in Argentina consumed 5.16 million metric tons of meat. 67.57 kilograms of vegetables are consumed per year.

2. Typical meals

Indonesia - A typical meal in Indonesia consists of steamed rice with vegetables and meat on the side. Sometimes meat is substituted with fish or noodles. It is also popular to serve all of these dishes together.

Argentina - The most popular dish is asados which is a variety of barbecued meat. This is normally eaten with two vegetable side dishes.

Another popular meal is empanadas which are stuffed pastries filled with either meat, corn, or vegetables.

3. Malnutrition rates

Indonesia - There are a total of 8.4 million children that suffer from malnutrition. 39% percent of the homes in Indonesia are classified as double burden. Double burden means a child was stunted and is overweight as an adult.

Argentina - 3.95% of the population is undernourished and 0.39% of deaths are from malnutrition.

B. Housing

1. Types of housing available

Indonesia - Many people in Indonesia live in big cities but more than half of the population lives in villages that are called kampungs. They are built out of bamboo and wood.

Argentina - The people in the cities of Argentina live in high-rise apartments and the people in the suburbs live in ranch-style concrete homes with tile roofs.

2. Do most people own or rent?

Indonesia - Most people have bought the houses or apartments they live in.

Argentina - Most people own the homes they live in, but some rent their apartments.

3. Do most people live in one-family dwellings or with other families?

Indonesia - Most people live in one-family dwellings and it is not uncommon for children to live with their parents after marriage.

Argentina - Most live in one family dwellings or with their extended family.

- Jay Fiore

C. Working conditions Indonesia Argentina

1. Employer-employee relations

In Argentina, the employer-employee relation isn't very strong. Many workers are a part of Argentina's 1,100 labour unions.

In Indonesia, there is not strong organized labour. Many Indonesians work informal and marginal jobs.

2. Employee participation

According to Mercer's Engagement Index, in Indonesia, 82% of employees feel engaged while working. This is one of the highest engagement rates in the Asia Pacific region.

In Argentina, the Employee engagement is 54%

3. Salaries and benefits

In Indonesia, the minimum wage is established by each district. The average minimum wage is 1,215,052 Rupiah which is around \$85 USD. Also, many companies provide medical assistance to their employees, however, there isn't a law that requires them to provide healthcare.

In Argentina, the minimum wage is 32,000 pesos a month, or \$316 USD. Some benefits include mandatory health insurance, maternity leave, paid time off, and annual vacation leave.

D. Clothing

1. National dress

Indonesia is a country with rich culture. They have many traditional dresses such as a Batik and Sarong, Kebaya, Peci, Kemben, Baju Kurung, and a Blangkon.

Argentina is very similar to countries like Mexico and the USA when it comes to clothing. Argentines will wear jeans and t-shirts or soccer jerseys. Sometimes they tend to dress a little nicer by wearing nice pants and dress shoes.

2. Types of clothing worn at work

In Argentina, appearance is very important in the world of business. Men tend to wear dark suits with a tie. Women dress in dark suits as well.

In Indonesian, western business attire of suit and tie for men and a skirt/blouse for women is acceptable.

E. Recreation, sports, and other leisure activities

1. Types available and in demand

In Indonesia, football (soccer) is the most popular sport in demand. Martial arts such as Pencak silat and sisemba are popular. Badminton is also a very popular sport. The national team has won 5 medals in the olympics for badminton.

Newspapers and broadcasting have started to become apart of daily life since the 20th century due to relaxation of regulations. Sam goes for private television stations.

In Argentina, polo is a very popular sport along with rugby and horse racing.

However, the most popular sport is football (soccer). Some of the greatest football

players have come out of Argentina like Maradona and Messi. Argentines also enjoy television shows like game shows and dramas.

2. Percentage of income spent on such activities

In Indonesia, around 20%-26% of the average income is spent on leisure activities such as sports, movies, and shopping.

In Argentina,

[-https://www.britannica.com/place/Argentina](https://www.britannica.com/place/Argentina)

[-https://www.britannica.com/place/Indonesia](https://www.britannica.com/place/Indonesia)

- Sam Garvin

VII. Language - David Estrada

A. Official language(s)

The official language of the Republic of Indonesia is Indonesian.

The official language of the Argentine Republic is Spanish.

B. Spoken versus written language(s)

Argentina-

Argentina is a beautiful country in South America and is the second biggest after Brazil. The official language of Argentina is Spanish. Other languages like Italian, German, French and other languages are spoken in Argentina due massive immigration in the 20th century. Italians primarily immigrated to Argentina as it is estimated that 25 million Argentinians have a degree of Italian dna. This big Italian influence in Argentina has shaped its core language and culture. Native Americans living in Argentina before European colonization spoke Aruacano, Guaraní, and Quechua which are rarely spoken today. In Argentina the Spanish alphabet is used as well as Spanish dialect and pronunciation of certain words but not all. Argentinians have their own unique Spanish accent and words not used in other Spanish speaking nations. For example in Argentina, like southern Spain the word “vos” is used to refer to a person instead of “tu” like other Spanish speaking countries. Other words like “Che”(Hey) or “Boludo”(Endearment) are very common and unique to Argentina.

Indonesia-Indonesian is a member of the Malayo Polynesian branch in the Austronesian language family. Indonesian is the de facto language of Indonesia spoken by 23 million people and is the second biggest language. Jawi was a written language used up until the 17th century when the Latin alphabet was adopted.

C. Dialects-

Argentina-

In Argentina there exists different dialects of the Spanish language.

The biggest dialects of Spanish in Argentina include:

Rioplatense is the biggest dialect which is spoken around the Rio de la plata basin. This dialect is also known as porteno spanish. Porteno Spanish is different from other variants of Spanish because it's believed to be derived from Italian.

Other small Spanish dialects in Argentina include: Norteno, Guaranitico, Cuyano, and Central Argentinian Spanish.

Lunfardo is a sub dialect originating from Buenos Aires, Argentina.

Lunfardo contains 5,000 words that emerged among the lower class of Buenos Aires in the 19th century.

Italian immigrants heavily influenced "Lunfardo" originally "Lombardo" to accommodate some immigrants reluctant to learn spanish.

Words like: Ciao(bye), guita(money), faso(cigarette), posta(accurate), groso(great), mina(women), and pibe(boy) are common words.

Indonesia-

Indonesia has many dialects based on geography and social status.

The northern dialect referred to as Maly is spoken in Malaysia, Singapore and Brunei.

The southern dialect is spoken in indonesia.

The western variant is spoken throughout Sumatra,Borneo,Java,Bal,Lombok,Sumbawa, and most of Sulawesi.

The eastern variant is spoken in the north of Sulawesi, Maluku Islands,Timor, and Western New Guinea.

<https://www.worldatlas.com/articles/what-languages-are-spoken-in-argentina.html>

<https://worldpopulationreview.com/languages/argentina>

<https://wander-argentina.com/lunfardo/>

<https://www.mustgo.com/worldlanguages/bahasa-indonesia/>

VIII. Executive Summary

After completing the research for this section, prepare a two-page (maximum length) summary of the major points. The purpose of an executive report is to give the reader a brief glance at the critical points of your report (those aspects of the culture a reader should know to do business in the country).

IX. Sources of Information

X. Appendices

ECONOMIC ANALYSIS

I. Introduction

Economic analysis can be defined as the study of economic systems. This involves assessing the population, economic activity, trade restrictions, new developments, and even the media. This aims to determine how the economy is operating and to find if the current operation is effective.

II. Population- Hayley Indonesia Argentina

A. Total

The total population of Indonesia is 277,349,081.

The total population of Argentina is 45,748,193.

1. Growth rates

The current growth rate is 1.11% and this is the fourth highest in the world.

The current growth rate is 0.95% and this is currently the thirty-second highest in the world.

2. Number of live births

The number of live births daily is about 13,048 in Indonesia.

There are about 2,055 live births everyday in Argentina.

3. Birth rates

Based on the 2012 estimate, the birth rate was relatively healthy because there were about 17.76 births (per 1,000 people) compared to only 6.28 deaths.

The birth rate is 16.736 births per 1,000 people, this has decreased over the last few decades.

- <https://worldpopulationreview.com/countries/indonesia-population>

- <https://worldpopulationreview.com/countries/argentina-population>

B. Distribution of population

1. Age & 2. Sex

The median age of all Indonesian citizens is 30.2, but the life expectancy is about 69.9 years. . The median age for men is 29.6 and the median age for women is 30.8. There are over 191,000,000 citizens over the age of 18.

The median age of all Argentinian citizens is 31.7. The median age of men is 30.5 and the age for women is 32.9. There are over 32,000,000 citizens over the age of 18.

3. Geographic areas (urban, suburban, and rural density and concentration)

In Southeast Asia, Indonesia is the largest country. Indonesia is composed of 17,500 islands and from east to west has the dimensions of 3,200 miles and from north to south is about 1,100 miles.

Argentina's geography can be put into four different regions: the Andes, North, Pampas, and Patagonia. This country contains deserts, forests, plains, tundra, mountains, and a long shoreline. The Atlantic coastline stretches to about 3,000 miles, which is extremely large.

- <https://www.britannica.com/place/Argentina>

4. Immigration rates and patterns

In 2020, Indonesia had 355,051 immigrants residing within their borders. These immigrants came from China, Singapore, and Thailand.

Argentina has become one of the most diverse countries of immigrants.

According to worldpopulationreview.com, the citizens “often call the country a ‘crisol de razas,’ or a mix of races.” Argentina received over 6 million immigrants between 1700 and 1800, and with the help of the United States, they have been able to double their population every 20 years.

- <https://www.statista.com/statistics/697757/indonesia-number-of-immigrants/>

5. Ethnic groups

Indonesia is the largest Muslim country in the world. There are over 300 different ethnic groups. A few examples of groups include: Melanesians, Sundanese, Batak, Malay, Madurese, Betawi, Banjarese and Makassarese. Chinese Indonesians do not account for much of the population but they are about to control most of the wealth and commerce in Indonesia.

Argentina citizens have descended from European, Italian, Spanish, French, and German ethnic groups.

- <https://www.thoughtco.com/geography-of-indonesia-1435052>

III. Economic Statistics and Activity

A. Gross national product (GNP or GDP)

1. Total
2. Rate of growth (real GNP or GDP)

B. Personal income per capita

C. Average family income

D. Distribution of wealth

1. Income classes
2. Proportion of the population in each class
3. Is the distribution distorted?

E. Principal Industries

1. What proportion of the GNP does each industry contribute?
2. Ratio of private to publicly owned industries. WILEY

F. Foreign Investment

1. Opportunities?
2. Which industries?

G. International trade statistics

1. Major exports

Indonesia/Argentina - Durable Shoes

- a. Dollar value
 - b. Trends
 - 2. Major imports
 - a. Dollar value
 - b. Trends
 - 3. Balance of payments situation
 - a. Surplus of deficit?
 - b. Recent trends
 - 4. Exchange rates
 - a. Single or multiple exchange rates
 - b. Current rate of exchange
 - c. Trends => Davis
- H. Trade restrictions
 - 1. Embargoes
 - 2. Quotas
 - 3. Import taxes
 - 4. Tariffs
 - 5. Licensing
 - 6. Custom duties
- I. Extent of economic activity not included in cash income activities
 - 1. Countertrades
 - a. Products generally offered for countertrading
 - b. Types of countertrades requested (i.e., barter, counterpurchase, etc.)
 - 2. Foreign aid received. DANI
- J. Labor force
 - 1. Size

The labor force in Argentina is 19,191,447 according to world bank data.
The labor force in Indonesia is 134,616,083 according to world bank data.
 - 2. Unemployment rates

The unemployment rate of Argentina is 11.46% according to world bank national estimate records.
The unemployment rate of Indonesia is 4.28% according to world bank national estimate records.
- K. Inflation rates

Inflation has hit Argentina particularly hard at a staggering 52.50% inflation.
Inflation in Indonesia stands at 1.66%.
- IV. Developments in Science and Technology
 - A. Current technology available (computers, machinery, tools, etc.)

Argentina has a long tradition with technology. Argentina is a developing nation as well as an upper middle income economy. The most important aspects of science and tech in Argentina are medicine, nuclear physics, biotechnology, nanotechnology, and space and rocket technology.

Indonesia despite being a developing country has developed their own aerospace technology. Most people living in Indonesia live in a maritime & agrarian culture meaning these areas in particular have seen advancements. For instance in the agriculture sector of Indonesia paddy cultivation and techniques such as terracing are often used.

B. Percentage of GNP invested in research and development

The invested total for research and development in Argentina is 0.54% of total GDP.

The invested total for research and development in Indonesia is 0.22634% of total GDP.

C. Technological skills of the labor force and general population

Argentina is ranked #14 amongst the best software outsourcing countries with around 100,000 software engineers working there. Many countries like the U.S and European union outsource to both these nations in the tech sector.

Indonesia has a booming tech sector like Argentina and specifically in software. Software related jobs are in high demand in Indonesia. The total revenues in the software market were \$5 billion in 2020.

- DAVID E

<https://data.worldbank.org/indicator/SL.TLF.TOTL.IN?locations=ID>

<https://tradingeconomics.com/argentina/inflation-cpi>

<https://tradingeconomics.com/indonesia/inflation-cpi>

https://www.theglobaleconomy.com/Indonesia/Research_and_development/

https://www.theglobaleconomy.com/argentina/research_and_development/

V. Channels of Distribution Indonesia Argentina

A. Middlemen

1. Availability

Sea and Air transportation is very important for Indonesia due to it being an island country. However, many parts of Indonesia has not been adequately served by the transportation network. Some Air transportation middlemen include Garuda Indonesia (the national airline) and Lion Air (privately owned).

In Argentina, there is very transportation methods available. This include roads, railways, rivers, and air travel. The sea travel in Argentina however is not well-developed. The main air transportation company is Aerolineas Argentinas.

<https://www.britannica.com/place/Indonesia/Services#ref22866>

[-https://www.britannica.com/place/Argentina/Transportation-and-telecommunications](https://www.britannica.com/place/Argentina/Transportation-and-telecommunications)

2. Services offered

In Indonesia, Water Transport is the main services offered. There are numerous ports, which most allow larger vessels to load/unload goods. Some of these ports are Tanjungperak, Belwan, and Tanjung Priok. Indonesia does have a couple of airports but very few of them offer international travel.

The big service offered in Argentina is Air Travel. Every major city, including some small ones, has an airport. Nearly all the largest cities have international airports. The most important one being Ezeiza, located outside of Buenos Aires. They offer rail and road transportation but are used way less compared to air travel.

<https://www.britannica.com/place/Indonesia/Services#ref22866>

<https://www.britannica.com/place/Argentina/Transportation-and-telecommunications>

3. Customary markups for various classes of goods (Can't Find Anything)

a. Wholesale

b. Retail

4. Retailers

a. Number of retailers

The retail sector in Indonesia is one of the most promising markets in Asia. The retail market is slowly growing. Many small retail stores are being replaced with larger ones such as PT Matahari Putra Prima Tbk, Alfamart, Mitra Adiperkasa, and PT Trans Retail Indonesia.

The capital of Argentina, Buenos Aires, had 893 supermarkets as of June 2020. Some of the largest retailers in Argentina include Coto Supermarkets, Disco, Walmart, Jumbo, and Dia. These large retailers account for 72% of total sales.

<https://santandertrade.com/en/portal/analyse-markets/argentina/distributing-a-product>

<https://www.mordorintelligence.com/industry-reports/indonesian-retail-industry>

b. Typical size of retail outlets

In Indonesia, many of the retailers are larger supermarkets. Most of the smaller ones are being replaced by these larger ones.

Indonesia/Argentina - Durable Shoes

In Argentina, most consumers prefer supermarkets. The small traditional stores has slowly started to lose market shares as large supermarkets have taken over.

<https://santandertrade.com/en/portal/analyse-markets/argentina/distributing-a-product>

[-https://www.mordorintelligence.com/industry-reports/indonesian-retail-industry](https://www.mordorintelligence.com/industry-reports/indonesian-retail-industry)

c. Method of operation (cash-credit)

In Indonesia, there are around 15 million credit cards in use. This is a 60% increase in the past 5 years. However, the penetration rate is under 15%.

In Argentina, there is a low credit card penetration rate. The most popular form of payment is prepaid cards and cash payments.

<https://thepaypers.com/payment-methods/indonesia/22>

<https://www.paymentwall.com/en/payment-methods/argentina>

d. Scale of operation (large-small)

Argentina has the second-largest economy in South America. Most of this market is controlled by large retailers that have a large scale of operations.

In Indonesia, the retailers scale of operation is in the middle. They are starting to grow to become larger and more dominate in the market but right now there are still a good bit of small/medium sized operations.

<https://santandertrade.com/en/portal/analyse-markets/argentina/distributing-a-product>

[-https://www.mordorintelligence.com/industry-reports/indonesian-retail-industry](https://www.mordorintelligence.com/industry-reports/indonesian-retail-industry)

e. Role of chain stores, department stores, and specialty shops.

In Argentina, the retail sector is the second-largest component of Argentina's GDP, contributing 13%.

In Indonesia, the retail sector is the third-largest component of their GDP, contributing 13%.

<https://www.statista.com/statistics/1019099/indonesia-gdp-contribution-by-industry/>

<https://oxfordbusinessgroup.com/overview/shifting-landscape-retailers-aim-keep-pace-changing-consumer-demand-and-rise-online-shopping>

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B. Penetration of urban and rural markets

Indonesia - Indonesia is located on one of the world's major trade routes and has extensive natural resource wealth. It is also comprised of over 17,500 islands. It is critical to have an understanding of Indonesian culture and consume preferences to penetrate this market.

Argentina - The import channels available in Argentina are agents, distributors, importers, trading companies, subsidiaries, and branches of foreign firms. Close personal relationships are important as long as marketing and promotion. Rural consumers are selective of new products and usually only buy what is necessary. Urban customers accept high prices for major brands.

C. Facilities available

Indonesia - People have started to use internet in some of the major cities. They use "warnets" which are internet shops and charge people for the length of time they use them. There are only a few airports that offer international service.

There are a number of ports that have facilities around the Indonesian islands.

Argentina - The government has public medical facilities that are accessible to everyone. There are also multiple shipping services that go to Argentina. Most transportation services are from road transportation while there is little water and rail transport.

D. Credit availability

Indonesia - Indonesia's GDP is at 1.058 trillion USD and it is that high because their growth is driven primarily by domestic consumption.

VI. Media

A. Availability of media

Indonesia - There is no special permission needed to establish media outlets. It is estimated that there are 47,000 media outlets.

B. Costs

1. Television
2. Radio
3. Print
4. Other media (cinema, outdoor, etc.)

Indonesia - It is estimated that there are 47,000 media outlets. 2,000 are printed media, 1,166 radios, 674 televisions, and 43,300 online media.

Only 11% of media can be categorized as professional journalist. There are 12 major media groups. 86.7% of households have a television. The

total advertisement expenditure of media reached 10.6 billion US dollars with 80% of that being television.

Argentina - There are many newspapers in Argentina and six of them have national coverage. Radio and television have a national outreach through a system that privileges licenses to the private sector. State run radio and TV stations have a national presence but it has a small audience. 98% of households have a radio or television. Of the 2,000 radio stations only 850 legal stations. There are 43 television stations and 50% of households have TV. The annual spend on TV advertising is USD\$2.9 billion and the amount spent on newspaper advertising is USD\$1.7 billion.

- C. Agency assistance
 - D. Coverage of various media
 - E. Percentage of population reached by each of the media JAY
- VII. Executive summary
After completing the research for this report, prepare a two-page (maximum) summary of the major economic points.
- VIII. Sources of Information
- IX. Appendices

The detailed information needed to complete the guideline is not necessarily available without conducting a thorough marketing research investigation. Thus, another purpose of this part of the country notebook is to identify the correct questions to ask in a formal market study.

IV. COMPARISON OF THE TWO COUNTRIES AND CONCLUSION/RECOMMENDATION

Executive summary