**Political Challenges**

There aren’t many challenges we’ll face when releasing our product into Germany, other than trying to get the public hyped about it and getting news to spread. Our product can enter Germany’s market pretty easily being that it’s an app. There is a minor issue of dealing with Buchpreisbindungsgesetz; which requires all German booksellers to sell new books for a set price, and for no more and no less than that price (Thoughts…Fantasy, 2016). However, this will only apply to organizations and people whom sell locally in Germany. This law would not apply sellers outside of Germany, meaning prices can be bargained. Germans usual shop online to get around this law, so our product offers versatility and more options while utilizing the law and other avenues. Germany’s restrictions on Facebooks data gathering will have zero affect on the data we gather and our apps performance as long as we have user’s permission (nytimes). Also, since our product isn’t necessarily a Facebook application, we will have freedom to collect as much data as we want on our users. Unless it’s a country with a law similar to Germany’s fixed cost laws, then users will have more opportunity to shop around for the best price online.

**Ease of Doing Business**

Germany is ranked in the top 50 out of nearly 190 economies for ease of doing business. This country is known for its openness to new ideas, new cultures, and new businesses. Foreign companies are very much accepted in Germany. Germany have simple and friendly regulations for businesses (Trading Economics). Germany have an optimistic view on business. Although they’re very punctual, they enjoy new ideas from different cultures of their own. Being there isn’t that many competitors for us, our new take on turning buying books into more of a social network would be new and different to what German civilians are used to. German civilians , especially the youth, are always looking for the next trend and new ways to shop. Germans are known for their accomplishments in academic and technical education (World Business Culture). With our app, we offer them to expand on that education and further expand their knowledge. Germans are friendly people and enjoy socializing. It would be easy for our product to become a smash hit since we’re catering to German’s need for literature with an added social media feature so that users can connect, trade, buy, sell, and discuss readings and anything else all in one app.

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