

1. Conduct a PEST analysis for the following countries: (Be thorough in your research and include a write-up for each country in your post)

A. China -

- Political Factors
 - Government Regulations - Both formal and informal rules, which firms must abide by, impact the country. Many people claim that the political force is the most unsettled force.
 - Legal Issues - China has little experience for drafting e-commerce legislation for topics like intellectual property rights protection and tax.
- Economic Factors
 - Over the past five years, China's economy experienced a significant GDP (Gross Domestic Product) growth rate. Reports suggest that if China continues to excel at this rate, it will surpass US GDP soon.
- Social Factors
 - The social and cultural aspect of China plays an important role as the demographics constantly change. These can alter social trends and cultural values. Family size and social behaviors often impact how decisions are made. Other social factors are consumer lifestyles, education, religion, and emigration.
- Technological Factors
 - New Products being developed
 - New purchasing mechanisms such as the intranet and extranet
 - New production technology
 - New distribution mechanisms like Internet
 - New methods of working like mobile telecommunications
 - A major technological problem in China is that the development of the B2C industry does not have a safe and stable online payment system. As Chinese buyers are on high Uncertainty Avoidance level and Long-Term Orientation, the problem is strengthened.

<https://pestleanalysis.com/pest-analysis-of-china/>

B. Turkey -

- Political Factors
 - Turkey faced a big political challenge in 2016 when a military coup took place. The coup failed; however, created a lot of uncertainties and affected the political dynamics of the country. Similarly, the terrorist attacks, and political instabilities in neighbouring countries have affected Turkey to a great extent.
- Economic Factors
 - Turkey is a major emerging economy and a key regional power. It is a member of the MINT block. The term 'MINT', coined by famous British economist Jim O'Neill, stands for Mexico, Indonesia, Nigeria and Turkey. Turkish GDP in 2018 was \$769 billion and the GDP per capita for the same year was \$ 9,445 (World Bank, 2019).
- Social Factors
 - The total population of Turkey is approximately 83 million as of July 2019 which makes up around 1.08% of the total population of the world (World meters, 2019). The life expectancy for men is 72 years while 79 years for women. Turkish is the official and major language, and Kurdish is widely spoken as well.
- Technological Factors
 - The Turkish technology market is rapidly growing and going beyond the confines of cities to reach out to rural areas. Heavy government investment in the sector has been a major factor in the acceleration of progress.

<https://howandwhat.net/pestel-analysis-turkey/>

C. Vietnam -

- Political Factors
 - Vietnam pursues a policy of building and maintaining good relations with any countries in the world regardless of their political outlook on global affairs. It is a member of the United Nations (UN), World Trade Organization (WTO), Association of Southeast Asian Nations (ASEAN), Non-Aligned Movement (NAM), and some other prestigious institutions. Though Vietnam had a bitter history with the United States, the relations between the two improved quite entirely in the last 20 years.
- Economic Factors
 - Vietnam is the 46th largest economy in the world. Its nominal GDP in 2018 was worth \$245 and is expected to reach \$265 billion by the end of 2020

(Trading Economics, 2020). The country has made a lot of progress in poverty eradication and lifted 45 million people out of it between 2002 and 2018 (The World Bank Group, 2020). Its economic outlook for the next few years is positive and robust.

- Social Factors
 - As of February 2020, the total population of Vietnam is around 97 million (Worldmeter, 2020). Buddhism is the major religion, and Vietnamese is the major language in the country. The life expectancy for men is 93 years, while 81 years for women (BBC, 2019).
- Technological Factors
 - Vietnam is now the eighth largest provider of IT services in the world. Five IT industries that are currently trending are fintech, artificial intelligence, E-commerce, software outsourcing, and education technology (Samuel, 2019).

<https://howandwhat.net/pestel-analysis-vietnam/>

D. Mexico -

- Political Factors
 - Mexico is the second largest country in Latin America by population. Mexico City, the capital of the country, is one of the biggest cities in the world. The country has good trading relations with the USA and Canada as evidenced by NAFTA Agreement.
- Economic Factors
 - Mexico is a member of the G20 and is the 15th biggest economy in the world. Its GDP in 2018 was 1,223.36 billion US dollars and 1,158.23 billion US dollars in 2017. The GDP has been growing at an average annual rate of 4.25 % for quite some time (Knoema, 2019). It represents 1.97% of the world economy.
- Social Factors
 - Mexico is a country where affluence, poverty, natural beauty, and urban blight go side by side. As of December 2018, it has a total population of approximately 125.3 million. However, it is worth noting that different sources have come up with different figures concerning the country's total population.
- Technological Factors
 - As the second largest country in Latin America, Mexico has been a key target market of big tech giants such as Amazon, Facebook, Uber, Google,

and many others. In fact, Brazil's IT and communications sector is expected to represent 10.7 percent of the country's GDP by 2022.

<https://howandwhat.net/pestel-analysis-mexico-mexico-pestel-analysis/>

After each PEST analysis is completed, discuss the pros and cons for sourcing personnel in finding the best supplier to produce women's denim products. (Bottoms, Dresses, or Tops) Choose 1 product type.

- I chose denim bottoms and I believe China is the best choice for innovation, however they are losing their lead because of the competition of other countries. A pro for Mexico, it does have high-quality fabrics and conveniently located for the US to get their orders quicker. A con for Mexico is that they are more expensive than China and that is why many companies choose China because of their low cost.

2. Research and state the latest status on Trans-Pacific Partnership and Transatlantic Trade and Investment.

- In 2017 President Donald J. Trump withdrew The US from the Trans-Pacific Partnership (TPP). The TPP was set to become the world's largest free trade deal, covering 40 percent of the global economy.

<https://www.cfr.org/background/what-trans-pacific-partnership-tpp>

3. Research a trade magazine, newspaper, or report. Come up with the recent developments in trade negotiations that may affect U.S. apparel sourcing managers' decision making.

<https://www.voguebusiness.com/companies/what-rcep-means-for-fashion>

- After eight long years the world's biggest free trade agreement finally crossed the line on 15 November. The Regional Comprehensive Economic Partnership (RCEP) brought together fifteen countries including China, Japan, and South Korea. It covers twenty-eight percent of global trade and fifty per cent of textile and apparel exports, valued at \$374 billion.