

Country Cultures

Congratulations you are the head of the division that is going to expand the McDonald's national brand. You will choose which country in which you would like to expand the restaurant. As the lead liaison between corporate and your country you need to be aware of cultural differences. You will research your country and find out about the rules of etiquette. You will also be preparing a sample menu of food items that would be served in your restaurant. All of this information will need to be presented to corporate for approval before expansion can occur.

Your assignment:

1. Choose a country listed below – one country per student
2. Visit <http://www.executiveplanet.com/> and read up on that country's etiquette rules for the following areas:
 - a. Appointments
 - b. Business Dress
 - c. Conversation
 - d. First Name or Title ?
 - e. Gift Giving
 - f. Let's Make A Deal
 - g. Prosperous Entertaining
 - h. Public Behavior
3. Prepare a presentation about that country's rules of etiquette. Touch on each of the areas listed above. Be prepared to present your plan to the class. (PowerPoint presentations are an AID to your presentation!)
4. Prepare a sample menu of dishes that would be served in the restaurant.
5. Present to corporate.

	Argentina		Egypt		Mexico		Spain
	Australia		France		Netherlands		Sweden
	Austria		Germany		Peru		Switzerland
	Belgium		Hong Kong		Philippines		Taiwan
	Brazil		India		Portugal		Turkey
	Canada		Indonesia		Russia		United Kingdom
	Chile		Ireland		Saudi Arabia		United States
	China		Israel		Singapore		Venezuela
	Colombia		Italy		South Africa		Yemen
	Denmark		Japan		South Korea		
			Malaysia				