



Presentation on Global Business Environment

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Introduction

- Information about Mongolia
- Opportunity for foreign business
- Challenges for foreign business
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Opportunity

- Equal treatment
- Tax stabilization
- Business can be started within 30 days.



Challenges

- Language barriers.
- Less control on natural resources
- Culture difference



Consumer Behaviour

- Purchasing them shoes online.
- Less percentage of employment.
- Variety Seeking.



Lack of Innovation Culture

- People still wear their traditional shoe.
- Institute of Science was established in 1922
- Country needs too improve their innovation.

Recommendation

- Recruit more local employee.
- Communication regular.
- Joint Venture.



Conclusion

- Productive information about the country.
- Challenges and opportunities for the foreign business.
- Recommended for the betterment.





ANY QUESTIONS?

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