

Country Background:

Culture: Colombian culture is very similar to a lot of other Latin American countries. Looking at Colombian history, for example, the Spanish colonial era has left a lasting influence throughout the country, with a high rate of Roman Catholics in Colombian society. We can make the restaurant look very cultural to draw more customers. This way it won't seem out of place.

Demographics: Colombia is the second-most populous country in South America after Brazil. The Demography of Colombia is characterized for being the third-most populous country in Latin America, after Mexico and Brazil.

Economy: Colombia has a pro-market economic system in which the prices of goods and services are determined in a free price system.

History: We will be able to learn from history in order to improve our business. We will take into consideration what people in Colombia like, or what products and businesses were successful.

Government: Government in Colombia has the ability to put taxes on products, so we need to take that into consideration when creating a price. They also may have certain restrictions of what is allowed in the restaurant, and what rules we need to follow.

Business Practices: When moving the restaurant to Colombia, we need to develop a marketing strategy that will be successful in another country. Different countries have different rules and regulations that we will need to take into consideration.

Protocol: There are some country protocols in Colombia. You should not be getting involved with illegal drugs of any kind. You may not commit any prostitution towards children or animals. Drinking alcohol in public is not allowed. The transportation company Uber is illegal in Colombia. These are just some general protocols in Colombia, but there are many more.

Recent Events: A lot of Venezuela migrants have been traveling to Colombia recently, and now with the pandemic, they are all on lockdown there. There are a lot of COVID-19 cases and deaths that have occurred in Colombia. A lot of drug issues, murders, and crimes have been happening in Colombia.

Current National Situation: Colombia as a country is currently doing okay, but there are some intense things going on right now. In recent years, crime, terrorism, and kidnapping has increased a lot in the country. Now that a pandemic is also occurring, things are not able to get better. Colombia has been highly impacted by COVID-19, especially in the government and economy. Right now with everything going on in the world, moving a restaurant to Colombia may bring some challenges, but I still think that it is possible.