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Executive summary

This report will involve the selection of a company that is aspiring to export its products to another country. The company used in this report is the scout cookies which is an American association aiming to export cookies and biscuits in England. This report will include a brief description of the history of England and further discussion of the country's geographical location. The major social institutions of the country are also discussed, to ensure full understanding of the country social institutions. Furthermore, the report will discuss the political systems of the country by critical analysis of the political systems of the country. The legal, social and business customs of England is also discussed to facilitate clear understanding of the country operations. The regional beliefs and the living conditions of the people of England is analysed to understand their behaviours and customs. Finally, the report will analyse the language used. In this section the report will highlight the local dialect and the official language used in England.

Introduction

Girl Scout cookies deals with the sale of cookies and biscuits especially in the USA military bases in the United Kingdom. The cookies can be sold to those American neighbouring the military camps. The Girl Scout cookies involves selling of the cookies by American Girl Scout to gather funds to the Girl Scout and the troops. The Girl Scout cookies plan to exports their products into England.

Brief description of the country history

England is derived from the word Englalund. The main language spoken in the country is English's. The country is a constituent of the United Kingdom (Hearle, 2016).

England is regarded as the origin of the current Britain and the entire United Kingdom.

England is located in approximately a half of the island of the Great Britain.

Geographical settings of England

England is located in an island located in Europe. It occupies almost two thirds of the island of the Great Britain. The climate of England is relatively cool, however, it is characterized with much rain and cloudy climate. This climate is favourable as it promotes agriculture in the region. The topography of England is characterized with a lot of hills on the northern side, the eastern part is relatively flat compared to other parts of England.

The social institutions

Family

Most families in England are have both parents. The majorities of people in England live in the nuclear families where the father is the head of the family. However, there exist other families' ties that form the extended families. In England, there is a close relationship among members of the extended families, for example, the members of the extended family may host celebrations together (Roberts, Roberts & Bisson, 2016). The families in England has defined the parental roles among the parents, for example, the husband is responsible for providing for the family while the house is responsible for taking care of the children's.

The marriage is one of the most crucial social institution in England. The majority of marriages in England's are conducted according to the Christian cultures. Before marriage, there is a period on courtship between a gentleman and a lady as they prepare to get into marriage. Currently there is change in the role played by male and the female in England, for example, female can handle those tasks that were associated with a certain gender.

Education

Education plays an essential role in enhancing economic development of England and the society at large. The system of education in England is divided into primary level, secondary and higher education level. The primary level of education in England forms the foundation of education in the society (Nevalainen & Raumolin-Brunberg, 2016). Therefore, at this level, high quality of services is ensured throughout different levels of education within this part. The secondary level of education in England is compulsory to every child. Usually children aged from eleven years to sixteen years enrol for secondary education. This stage involves two levels. After secondary education, the students can proceed to further education level for advanced learning called the A+ level. The quality of education in all the levels of learning is high to facilitate learning by the students. Finally, the high quality of education contributes to high literacy levels in England. Formation of a compulsory education system in both the primary and secondary levels has reduces the cases of illiteracy in England.

The political structure

England is a constituent of the United Kingdom, however, England its self has a local authority that is in charge of its operation. England is further divided into regions. The total number of regions in England is nine in total. The constitution used in England is a monarchical constitution (Orsi, 2020). There are three political parties that England, these parties includes, the conservative union, Labour party Co-operative party and The Scottish National party. The political parties contributes to the national elections of the entire kingdom. The political status of England is every stable since there is a defined system of governance which is not only accepted in England but also the entire United Kingdom. There is a special kind of tax in England that is dedicated to the monarch. The major role of the

local; government of England is to promote the economic and environmental condition of England.

Legal system

The legal system of England applies the Common law system and the case law system, the parliament is in charge of passing laws in England. Additionally, there is an independent Judiciary which controls the court structure of the entire kingdom. The judiciary composes of the Supreme Court, high court, magistrate courts and tribunals. The legal system also uphold patent laws to artistic works.

Social organizations

There are several welfare groups in England such as children homes to assist the less fortunate in the society. The organization behaviour of England works on facilitating peaceful coexistence among the citizens. There is evidence of various social classes in England, for example there is a class of rich people who live a luxurious life and another group of farmers who live a relatively low standard of living (Condren, 2016). Furthermore there is a number of clubs that facilitates the economic and social growth of the society, for example community clubs to assist in development of community projects. The community also contain people from different ethnic groups and races. For example there is a number of black people and Indians in England although the majority are the original occupants of England.

Business customs and practices

In England there is a unique way of conducting business which is linked to their customs and practices. The England's way of conducting business is associated with maintaining punctuality in all business dealings. Effective planning method is another custom business practise that people of England holds. The people of England believes for every business to run effectively, the elements of punctuality and planning must be adhered to.

Religion and aesthetics

Religion and other belief systems

The main religion practiced in England is Christianity. The main church is the doctrine of orthodox. The doctrine is structured in a way that upholds the ancient practices of the Jews. The structure of the doctrine of orthodox is much related to the New Testament. The church is apostolic in nature (Johnson, 2016). Most citizens of England are Christians hence they are always united by the religion as one. There is no specific data has been collected on the popularity of the churches of England, however the orthodox church and the church of England have the majority of members compared to other churches. Due to high influence of Christianity in England there is no any influential cult in the land.

Aesthetics

There is presence of visual art in England that displays certain message such as the peacock room in England. The arts in England shows the culture and the values of the people of England. Additional, there are musicians who produces music that displays the culture of the people of England, There other relevant symbols used in England such as drama events that shows the customs and talents in the land.

Living condition

The meat and vegetable consumption rate in England is high. In England people believe in taking a healthy diet especially one rich in vegetables. The rich agricultural heritage of England allows effectively balancing between meat consumption and consumption of vegetables to ensure the health of the diet consumed (Marmot, 2020). The typical meal in England include chips and fish, kidney pie and bangers.

The malnutrition rate.

The study shows that about 5% of people in England are suffering from malnutrition.

Furthermore, 30% of patients admitted in England are suffering from malnutrition.

The food available in England is beef and chicken and potatoes. This is because majority of people in England practise farming.

Housing

The main type of housing in England includes flats. This is because they are the most affordable forms of housing. The majority of people in England live in rental houses. The statistics show that about 74% of people living in England live in rental houses (Czischke & van Bortel, 2018). Similarly majority of people do not live with their families, instead, they live with either families.

Clothing

England has no defined national dress, people of England can wear any type of dress they wish. There is no official dress in England that is recognized nationally. The type of clothes worn at work majorly includes official wear such as suits.

Recreation sport and other leisure activities

Soccer is one of the major sports and recreational activity in England. Most people in England enjoy watching football during their free time. The other sports activity include crickets. Watching soccer is the most common leisure activity in England. Most people in England prefer to watch football matches in their free time. Soccer activities records the highest demand among other leisure and sports activities. The statistics show that about 40 billion pound are spent on the sports and leisure activities by the house holds in England.

Social security

In England there is a social security programme that gives the citizens benefits in case of sickness, unemployment, death of a partner or retirement.

Healthcare

The government of England through the national government of the kingdom provide healthcare services to the citizens through the national health care service. The government has established health care facilities to boost the health of the citizens.

Language

The official language used in England is the British English language. All the public offices use the English language as the main official language. This is the main language used in both writing and talking (Powdthavee, 2021). There are several local dialect languages used in England such as welsh and Yorkshire.

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