

The information below should be about **Vancouver, British Columbia in Canada**. This is general information but please keep in mind that the reason for writing this about giving a marketing plan to open a **Herbal Drink shop** (healthy drinks made from healthy herbs) in Vancouver, so the **SWOT,PESTEL, Porter's five and Perceptual map** needs to be covering that.

Apart from the part 1 all the rest must be **1500 words maximum**. With full citation please

- I. Preper a SWOT, PESTEL, Porter's Five and Perceptual map
- II. Brief discussion of the country's relevant history
- III. Geographical setting
 - a) location
 - b) climate
 - c) topography
- IV. Social institutions
 - a) Family
 - i) The nuclear family
 - ii) The extended family
 - iii) Dynamics of the family
 - (1) Parental roles
 - (2) Marriage and courtship
 - b) Education
 - i) The role of education in society
 - (1) Primary education (quality, levels of development, etc)
 - (2) Secondary education (quality, levels of development, etc.)
 - (3) Higher education (quality, levels of development, etc.)
 - ii) Literacy rates
 - c) Political System
 - i) Political structure
 - ii) Political Parties
 - iii) Stability of government
 - iv) Special taxes
 - v) Role of local government
 - d) Legal System
 - i) Organization of the judiciary system
 - ii) Code, common, socialist, or Islamic-law country?
 - iii) Participation in patents, trademarks and other conventions
 - e) Organizations
 - i) Group behavior
 - ii) Social classes
 - iii) Clubs, other organizations
 - iv) Race, ethnicity and subcultures
 - f) Business customs and practices

V. Religion and aesthetics

- a) Religion and other belief systems
 - i) Orthodox doctrines and structures
 - ii) Relationship with the people
 - iii) Which religions are prominent?
 - iv) Membership of each religion
 - v) Any powerful or influential cults?
- b) Aesthetics
 - i) Visual arts (fine arts, plastics, graphics, public arts, colors etc.)
 - ii) Music
 - iii) Drama, ballet, and other performing arts
 - iv) Folklore and relevant symbols

VI. Living conditions

- a) Diet and nutrition
 - i) Meat and vegetable consumption rates
 - ii) Typical meals
 - iii) Malnutrition rates
 - iv) Foods available
- b) Housing
 - i) Types of housing available
 - ii) Do most people own or rent?
 - iii) Do most people live in one-family dwellings or with other families?
- c) Clothing
 - i) National dress
 - ii) Types of clothing worn at work
- d) Recreation, sports, and other leisure activities
 - i) Types available and in demand
 - ii) Percentage of income spent on such activities
- e) Social security
- f) Health Care

VII. Language

- a) Official language(s)
- b) Spoken versus written language(s)
- c) Dialects