

## Business in Pernambuco

### Project Goal

In this project, you will explore a **real business or industry in Pernambuco, Brazil**.

You will work in teams and apply ideas from **Units 1–3**, which focus on:

- What **international business** is
- How **globalization connects countries**
- How the **business environment** influences companies

At the end of the project, your team will give a **short presentation** to the class.

### Step 1 – Create Your Group

You will work in **groups of 3–4 students**.

Each group must choose **one business or industry from Pernambuco**.

Your instructor must approve your topic.

### Possible Topics

You may choose something like:

- Tourism in **Recife or Porto de Galinhas**
- The **Port of Suape**
- Sugar or ethanol production
- Fruit exports from Pernambuco
- Technology companies in **Porto Digital**
- Renewable energy (wind farms)
- A local restaurant, brand, or company from Pernambuco

### Step 2 – Research Your Topic

Your group should answer the following questions.

#### 1. Business Introduction

- What is the business or industry?
- Where is it located?
- What products or services does it offer?

#### 2. Global Connection

Think about **globalization**.

- Does the business sell products to other countries?
- Does it attract international tourists or customers?
- Does it work with companies from other countries?

### 3. Business Environment

Businesses are affected by their environment.

Explain how these factors influence the business:

- Economic factors (jobs, demand, income)
- Cultural or social factors
- Government or regulations

### 4. Why This Business Matters

Explain why this business or industry is important for **Pernambuco**.

For example:

- Does it create jobs?
- Does it attract tourists?
- Does it help exports?

### 5. Opportunity and Challenge

Identify:

- **One opportunity** for the business to grow
- **One challenge** the business might face

### Step 3 – Prepare Your Presentation

Each group will give a **10-minute presentation**.

Your presentation should include **4–5 slides**.

#### Suggested Slides

1. Title slide (group members + topic)
2. Introduction to the business
3. Global connection
4. Business environment
5. Opportunity and challenge

You can include:

- Pictures
- Maps
- Simple charts

### Presentation Tips

- ✓ Speak clearly
- ✓ Share speaking time with your teammates

- ✓ Use simple explanations
- ✓ Use visuals to help the audience understand

## Remember

This project is a chance to **connect what we learn in Units 1–3 with real businesses in Pernambuco.**

Work together, be creative, and have fun learning about your region!