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BUS 1050

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SWOT Analysis Letter

To His and Her majesty, the King and Queen of Spain,

I am writing in effort to convince you to allow trade with the Natives of the New World. After seeing what the New World has to offer it is clear that we must include this new world into our system of trade. There are many benefits to trading with them. A few of the major benefits to trade with the New World would be expanding our wealth and commerce, improving the quality of the goods we already produce, and introduce us to foods and textiles that we do not have in our world.

To be frank, they have an abundance of gold. This gold is not worth as much to them as it is to us. In fact it has been offered to us as gifts in every village we have explored. Their currency does not involve gold and their use for it is more fashion based. In addition to gold, there are many goods here that could also help improve our way of life. Trading with them would assist in expanding our commerce and wealth. They also have an abundance of fertile land here that we could use to improve our livestock and agriculture. We have included samples from the New World. They offer food such as squash, beans, corn, potatoes, cocoa, tomatoes, bananas, yucca, and a variety of peppers. I cannot forget to mention that they also have an abundance of sugar cane. They are able to grow new herbs and create different medicines. This could also be beneficial for our medical advances. This might be limited though because the Natives seem weak and easily fall ill. They might be interested in some of our medicines, and depending on

how much it helps we might be able to get more out of them than they take from us. Fast action must be taken as they are willing to begin trade with us immediately and any delay could change their attitude. They have a great understanding of trade and even have an established marketplace with skilled workers and artists. The language barrier has created tension among us and the natives, and the difference of cultures could put us at risk. To keep this from happening we must also trade not only our goods but also our beliefs. Their belief in God is different than ours but I believe with some time we can spread the word of God and create a more understanding atmosphere and less of a barrier. After this has been done we will have access to improve our luxury goods which then we could just sell right back to the natives. That would help create a gain of wealth through this trade.

May you be granted more prosperity from God,

C. Columbus