



Costa Rica

PURA VIDA/ PURE LIFE



About Us

PRESENTED BY:

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At The Boruca Macs, the co-founders Alyssa, China, Morelia, and Shadasia display their dedication and respect for Costa Rica by providing their customers with unique and authentic products. Through their crafted items, they aim to provide their clients with the highest quality using natural fibers. Their concentration on weaving and natural fibers reflects their deep connection to the culture of Costa Rica. The weaving method the Boruca tribe has practiced for generations is represented in their products, and the Boruca Macs guarantees that you will be satisfied with their beloved handmade products

INTERNATIONAL VS DOMESTIC RETAILING

- International retailing refers to the process of selling products or services across national borders. It means to operate in more than one country (Alexander, 2015). International retailing involves establishing a presence in foreign markets and adapting to the local culture, laws, and regulations (Sternquist, 1998).
- Domestic retailing, on the other hand, refers to selling products or services within the boundaries of a single country. It involves catering to the needs and preferences of the local customers and complying with the local laws and regulations (Surbhi, 2017).

1ST Current Event: Costa Rica Convention Center Introduces AI Assistant

- AsVi "*Asistente Virtual Inteligente*," which in English stands for "Intelligent Virtual Assistant," is an AI-powered virtual assistant created by Grupo Heroica for the Costa Rica Convention Center (STAFF, 2023).
- Collaborators can interact with AsVi via text using the company's internal communication platforms and personalized applications (STAFF, 2023).
- AsVi provides two important functions: increased quality and augmented gastronomy (STAFF, 2023).



Figure 1

GrupoHeroica's Represents.

2nd Current Event: Costa Rica Fashion Week 2023: Forever Green



Event Location: Costa Rica Fashion Week held at Salón Dorado, Costa Rican Museum of Art (*Museo de Arte Costarricense*) by Mauricio Alpizar



Theme: "FOREVER GREEN" Focus: First event in Latin America dedicated to sustainable fashion and promoting sustainable practices (Duarte, 2023).



Talent Promotion: Encourages the study of fashion design and fashion business at important schools. A fundamental pillar for promoting national and Latin American designers.

GEOGRAPHY



Figure 4.
Map of Costa Rica.



Figure 3.

- Costa Rica is home to mountains, rainforests, volcanoes, and breathtaking beaches (Marquez, 2023).
- The country has a tropical climate due to its location between 8- and 12-degrees North of the Equator (Costa Rica Map, 2023), bordered by the Pacific Ocean to the West and the Caribbean Sea to the East (Marquez, 2023).
- The country's network of rivers and basins is essential to agriculture, hydroelectric power production, biodiversity, and water supply (Orozco & Padilla Perez, 2023).



Figure 5
The Jungleriver

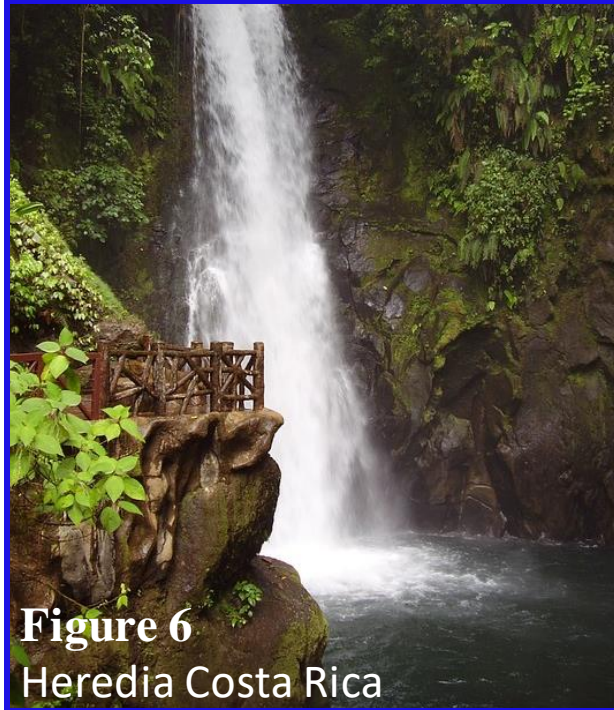


Figure 6
Heredia Costa Rica

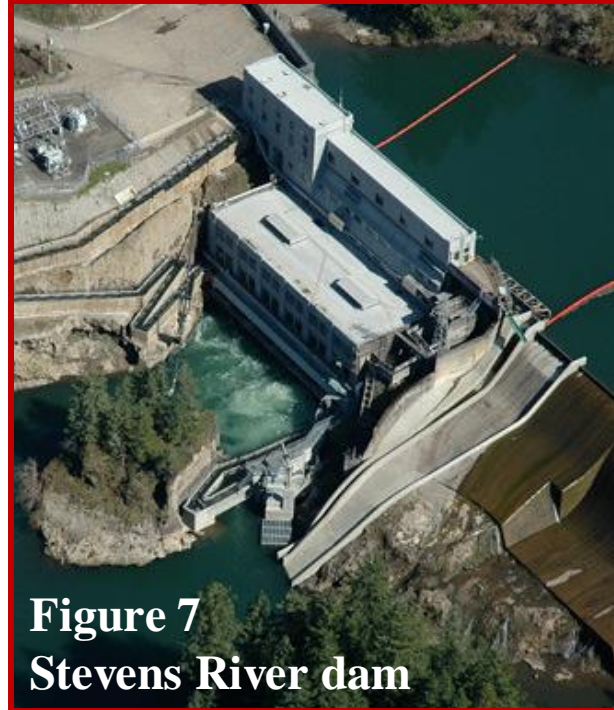


Figure 7
Stevens River dam

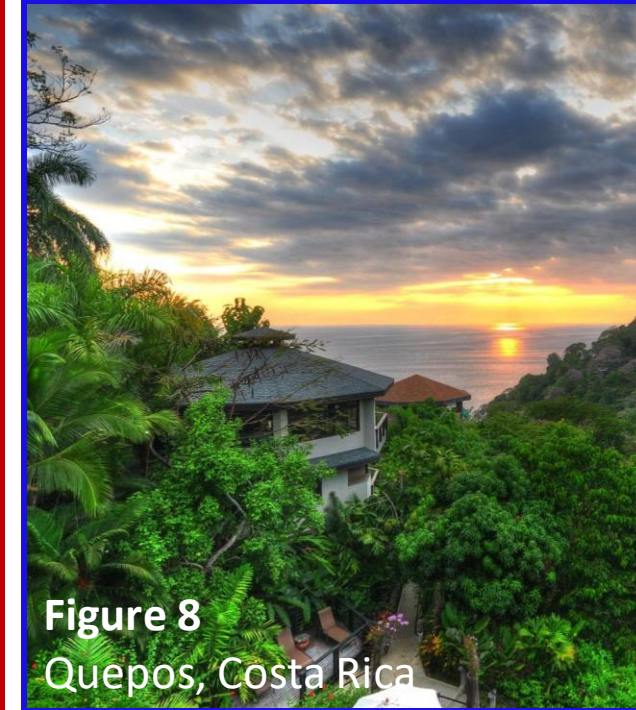


Figure 8
Quepos, Costa Rica



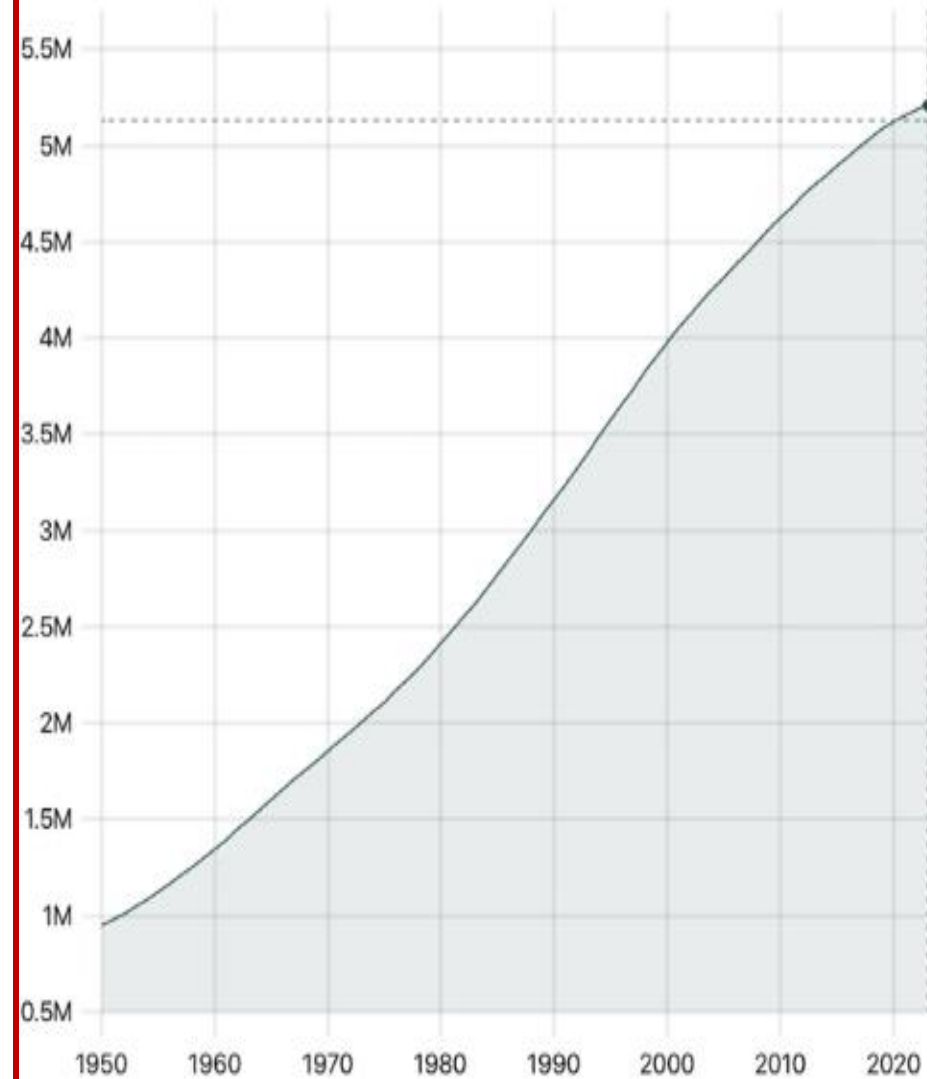
Figure 9
Banana Farm in Costa Rica

Natural Resources

- Bauxite, manganese, gold, silver, and copper are frequently discovered in the valley of General and Coto Brus (Ouor, 2019).
- The country has a deliberate approach to energy production in hydroelectric power, which is visible in its use of water resources for hydroelectric power generation (Costa Rica: 100% renewable with hydropower, 2021).
- The country's natural resources engage in interrelationships with Panama that benefit the region (Natural Resources of Costa Rica, 1926).

Population and Demographics

- Costa Rica's population exhibits an equal gender distribution, with 50% females and 50% males (World Factbook, 2023).
- As for educational participation, the country has seen a remarkable surge in educational participation such as enrollment rates steadily increasing (UNFPA Costa Rica, 2023).
- The country identifies as an upper-middle-class (The World Bank in Costa Rica, 2023).
- The average age at which Costa Ricans start their families has been postponed, contributing to a decline in the fertility rate (Van Velzer, 2023).



Year: 2023 People: 5,212,173

Figure 10
Historic Population Density of Costa Rica
(1950-2023)

Culture

- Costa Rica is a vibrant Central American country with cultural diversity and a rich heritage (Drexel Education Abroad, 2014).
- The country exhibits a polychronic time orientation (Drexel Education Abroad, 2014).
- Traditional Costa Rican attire, known as “*Campesina*” for women, is characterized by vibrant colors and ankle-length skirts (Bateman, 2018).
- Costa Rica dishes embody a fusion of flavors and cultural heritage, showcasing the country’s natural resources and diverse culinary influences (Garcia, 2023).



Figure 11
Costa Rican Women’s Traditional Dress



Figure 12&13
Traditional Plates of Costa Rica (*Gallo Pinto and Chifrijo*).



Figure 14
Natural cotton grown in Boruca



Figure 15

Boruca Weaving Loom

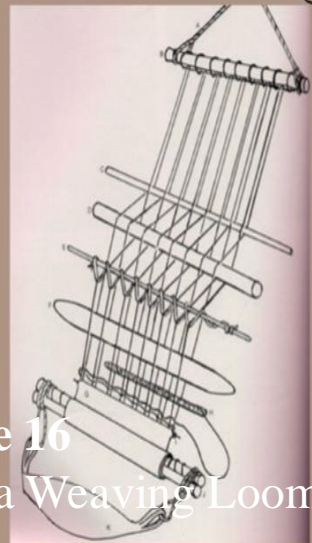


Figure 16
Boruca Weaving Loom



Figure 17
Boruca Weaving Process



Figure 18
Natural cotton grown in Boruca

Fiber, Fabric, and Apparel Production

- The Boruca tribe is known for its exceptional craftsmanship, especially in weaving, using natural fibers to create their yarn (Intercontinental Cry, 2023).
- Weaving was mostly used to create bags, belts, purses, placemats, and hats using local cotton and plant-based dyes (Soul Gives, 2023).
- The Boruca tribe achieves their stunningly detailed textiles through a back-strap loom, resulting in beautiful patterns characteristic of Boruca textiles (World Shibori Network, 2016).

Labor & Employment Practices

- In Costa Rica, labor and employment practices are governed by the *Labor Code* (Global Data, 2023).
- The Costa Rican government sets the minimum wage based on an individual's qualifications (Minimum Wage, 2023).
- *Labor* is another essential factor with a *degree of competition*. This highly educated workforce contributes to Costa Rica's reputation as a hub for innovation and *technology* (Bui, 2023).
- The country's *capital* has gained modern transportation networks, world-class telecommunications systems, and state-of-the-art industrial parks (Passright, 2023).
- Costa Rica has attracted foreign companies that require *skilled labor* (Passright, 2023).



Figure 19
San Jose, Costa Rica

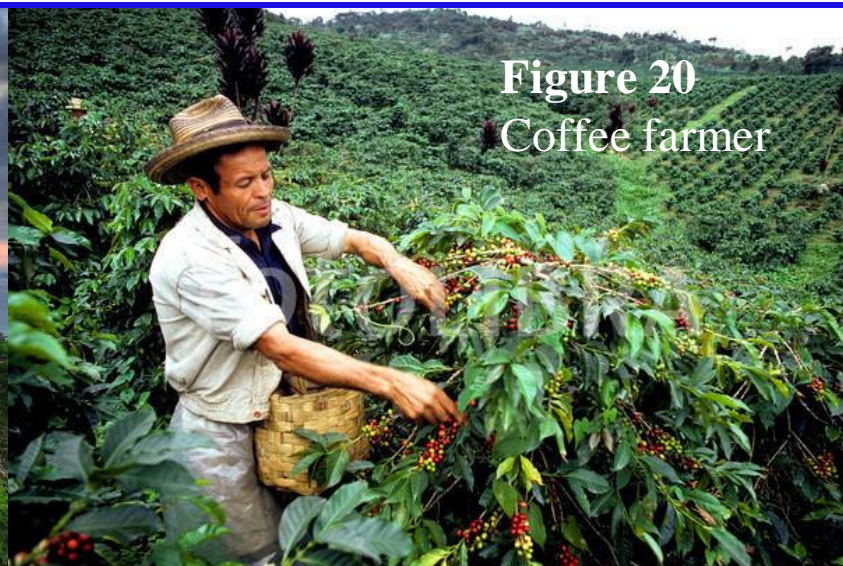


Figure 20
Coffee farmer



Figure 21
Coffee Plantation in Costa Rica

Distribution & Consumption

- Driven by the deep cultural significance of Boruca products, the Boruca Macs plans to offer indigenous products.
- The Boruca tribe is known for crafting bags and rugs directly from forest materials such as leaves, clay, and mollusks (Haefner, 2022).
- The Boruca Macs, in their effort to expand in the US, will be joining various week-long pop-up shops in different states.



Export , Import, trade policies, and Practices

- The country is consistently reducing *tariffs* to align with its obligations to its Central American neighbors (ITA, 2023).
- The country regulates and prohibits a few merchandise due to safety standards, health, and environmental protection, which limits the use of non-tariff (World Trade Organization, 2023).
- Countries in Central America, like Costa Rica, El Salvador, and Nicaragua, are under a free trade agreement; with this agreement, barriers are reduced, and these countries can import and export duty-free (Nicaragua, 2023).



Figure 22
Supply chain



**BORUCA
INDIGENOUS
PEOPLE OF
COSTA RICA**

Figure 23
Boruca Women in the process of weaving.

Product List



Boruca Backpack



Boruca Beach Bag



Boruca Belts



Boruca Belt



Boruca Beach Bag



Boruca Tote Bag

Figure 24

Hand-woven Boruca products.

BORUCA INDIGENOUS PEOPLE OF COSTA RICA

Economy

- Costa Rica's remarkable economic stability has encouraged its growth and made it an alluring destination for tourism and investment (Irazabal, 2018).
- The country has established a solid economic stability that plays a vital role in its development and is an attractive destination for tourists and investors (Torres-Salas et al., 2018).
- Costa Rica's solid economic stability, driven by eco-tourism, immigrant contributions, education, and favorable exchange rate, entices visitors (Bruns, 2023).



Figure 25
The World Bank In Costa Rica

Technology

- Technology is proving to be an important tool for advancement in the fashion retail sector in Central America (Staff, 2019).
- Costa Rica stands out as one of the Latin American nations experiencing a surge in cross-border online purchases, constituting 53% of its overall e-commerce (Americas Market Intelligence, 2022).
- Costa Rica's e-commerce scene is increasing, with \$3.2 billion in projected growth over five years. This surge is driven by young adults (44% of 18-34 year olds) embracing online shopping (Maddox, 2023).

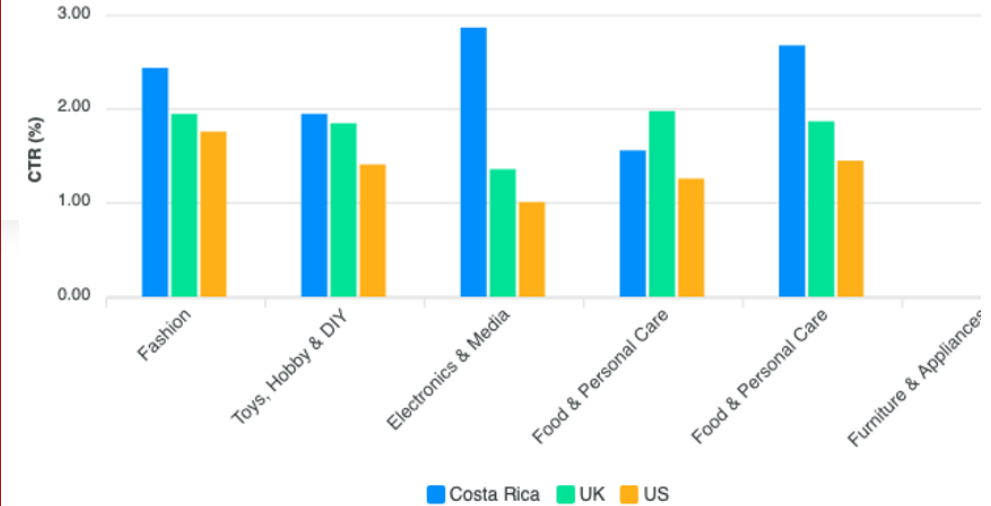


Figure 26
Imports of Capital Goods in Costa Rica



Figure 27
Flag of Costa Rica

Climate

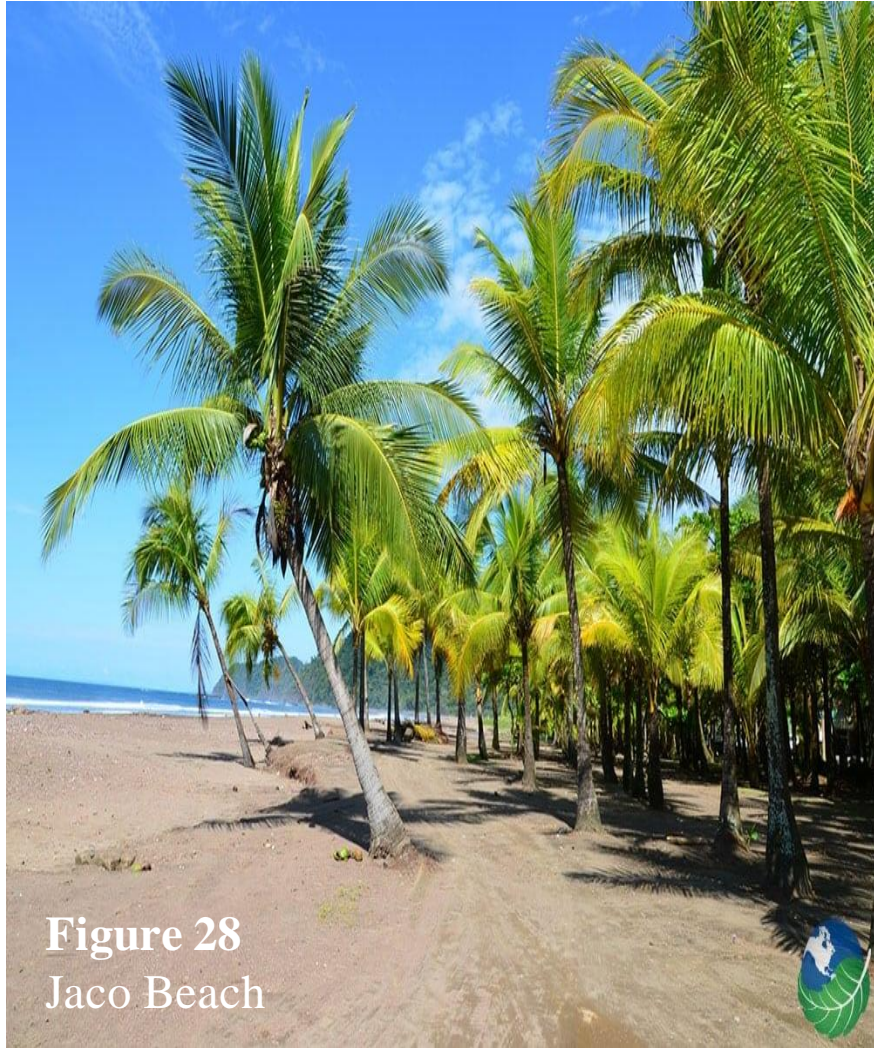


Figure 28
Jaco Beach



Figure 29
Guanacaste, Costa Rica



Figure 30
Rainforest Costa Rica

- Costa Rica's climate ranges from tropical rainforests to temperate highlands (Wilson, 2023).
- All year round the country experiences warm temperatures throughout the year, with variations depending on the altitude and proximity to the coast (Wilson, 2023).
- The dry season, known as *Verano* (Summer), occurs from December to April, while the rainy season, *invierno* (winter), occurs from May to November (Kaiser, 2019).

MUCHAS GRACIAS POR SU ATENCION BORUCA
LOVERS/THANK YOU FOR YOUR ATTENTION BORUCA
LOVERS!



PURA VIDA/ PURE LIFE!

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