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Switzerland Geography / Region

Switzerland is located in the geographic center of Europe. The Alps are one of three different geographical zones that make up its 41,285km² surface area. They enclose two-thirds of the country, but just a tenth of the population resides there. Switzerland is also bordered by five nations and holds 6% of Europe's freshwater reserves. Switzerland is located in the geographic center of Europe. Italy, France, Germany, Austria, and the Principality of Liechtenstein share a 1,935-kilometer border with it.



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Emmanuel Koko

Technology infrastructure and E-Retailing

Switzerland in regards to e-commerce and its technological infrastructure is exceptional. From shopping online to surfing the web, Switzerland is one of the most prominent places when it comes to such activity. According to an article titled *Ecommerce in Switzerland* featured on ecommercenews.edu, it is emphasized that people ages 16-65 have not only surfed the web but bought an item from a webstore at least once. “Switzerland has quite a high Internet penetration, with 95 percent of the population between 16 and 65 regularly using the internet, and 90 percent of them having shopped online at least once (ENE, 2021)”. The demographic aspect of this statistic is extremely important to Timer’s venture with Rolex because there has to be an appropriate age group to market to. E-commerce fluidity in Switzerland has been proven to be a great medium in regards to selling products past and present. The top 100 online shops in Switzerland generated 3.4 billion euros in 2013 (ENE,2021)”. Overall, the technological climate in Switzerland fits the criteria pertaining to Timer's venture with Rolex.

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Ecommerce in Switzerland. Ecommerce News. (2021, June 17). Retrieved October 5, 2021, from <https://ecommercenews.eu/e-commerce-in-europe/e-commerce-switzerland/>.

Monee Williams

Climate and Natural Resources

As it relates to Switzerland’s climate and natural resources, the weather varies based on the changes in elevation and depends on the sun exposure. Temperatures typically have an average of 50 degrees Fahrenheit at night in spring and summer months, with the day temperatures averaging at about 80 degrees (www.countriesquest.com/europe/switzerland/land_and_resources/climate.htm). In the autumn season, temperatures range from 46 – 59 degrees Fahrenheit. Due to the permanent snow covering on many mountains in Switzerland, the winter months are generally below freezing, averaging at 28 degrees Fahrenheit. The rugged grounds in Switzerland greatly reduce the land that is available for growing crops. Therefore, natural resources are limited. Agriculture is only a small piece of Switzerland’s overall income. The most common crops are beets, wheat, and potatoes. For natural resources, Switzerland is a major producer of aluminum/steel. This is used as an important piece in Switzerland’s economy. Switzerland’s largest exports include machinery, watches, and textiles (Thomas, G.P., 2012).

References:

Thomas, G.D. (2012, September 5). *Switzerland: Mining, Minerals, and Fuel Resources.*, retrieved from www.myswitzerland.com/en/salt-mines-in-bex.html

Land and Resources, Climate (2021, October). retrieved from www.countriesquest.com/europe/switzerland/land_and_resources/climate.htm

Nora Elnour

Population and Demographics:

Population:

Switzerland has a population of 8.5 million people. According to the article 84.8% of people live in urban areas and, about half of the urban population live in the five largest conurbations (Doe, 2021). This includes: Bern, Geneva, Basel, Zurich and Lausanne. The population has grown about 5.2 million people since the beginning of the 20th century.

Demographics:

Age: According to the Switzerland Demographics Profile below are the demographics by Age and gender.

Figure 1.1

Race: Switzerland is considered European. The majority race is European.

Ethnicity: There a few different ethnic groups residing in Switzerland. According to the Switzerland Demographics Profile 69.3% are Swiss, 1.1% are Kosovo, 3.2% are Italian, 2.1% are French, 4.2 % are German, 2.5% are Portuguese, 1% are Turkish and about 16.6% are other ethics groups as of 2019.

Gender: There are 50.8% women to 49.2% men in Switzerland. Demographics for Nonbinary were not found.

Income: The average income in Swiss is 60,847 Swiss Franc. This is equivalent or equal to 65,444.47 USD. (2021)

Employment: About 5.06 million people are currently employed in Swiss (O'Neill, 2021)

Language: The official language spoken is German, also known as Swiss German.

Reference:

[Countrymeters.info. \(n.d.\). *Switzerland population*. Countrymeters. Retrieved October 1, 2021, from https://countrymeters.info/en/Switzerland.](https://countrymeters.info/en/Switzerland)

[Doe, J. \(2021, July 5\). *Population: Demographic situation, languages and religions*. Eurydice - European Commission. Retrieved October 1, 2021, from https://eacea.ec.europa.eu/national-policies/eurydice/content/population-demographic-situation-languages-and-religions-115_en.](https://eacea.ec.europa.eu/national-policies/eurydice/content/population-demographic-situation-languages-and-religions-115_en)

[Switzerland Demographics Profile. Switzerland demographics profile. \(n.d.\). Retrieved October 2, 2021, from https://www.indexmundi.com/switzerland/demographics_profile.html.](https://www.indexmundi.com/switzerland/demographics_profile.html)

[Minimum wage and average salary in Switzerland. Expatica. \(2021, June 2\). Retrieved October 2, 2021, from https://www.expatica.com/ch/working/employment-law/switzerland-minimum-wage-995110/.](https://www.expatica.com/ch/working/employment-law/switzerland-minimum-wage-995110/)

[O'Neill, A. \(2021, May 26\). *Switzerland - number of employed persons 2022*. Statista. Retrieved October 2, 2021, from https://www.statista.com/statistics/261366/number-of-employed-persons-in-switzerland/.](https://www.statista.com/statistics/261366/number-of-employed-persons-in-switzerland/)

