

The Netherlands

International Retailing BUF 3300

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Political Stability

Since 2010 Mark Rutte has been elected to be the prime minister of The Netherlands. He leads his country in the people's party for freedom and democracy and has become one of the most popular figures of The Netherlands. During his time in office, Mr. Rutte has increased the country's relationship between other countries such as Vietnam starting off with setting up a strategic partnership on sustainable agriculture and then solidifying the partnership in the year of 2019 (VGP News, (n.d)). Mark Rutte is a political leader who strictly works for the Dutch people and addresses economic and political issues head-on. An article by 'The New York Times' states "With parliamentary elections scheduled for next March, Mr. Rutte's popularity and that of his party are at a peak, affording him the chance to claim a fourth four-year term, which would make him one of the longest-sitting political leaders of the Netherlands" (Erbrink T. 2020). This solidifies Mr. Rutte's integrity to his political and economic contributions to his country.

Economic Stability

The Gross domestic product of the Netherlands is worth \$902.36 Billion (Silver, 2020). Which is a good indicator of a healthy and stable economy and its worth to establish a business in the country. The democracy and freedom of the Netherlands are two positive factors that make the country a good place to set up a business. Its regulations give companies the opportunity to grow and have the independence to use new methods and ideas for new product developments and allow businesses to magnify productivity (Netherlands. (n.d)). Although Netherland is a small country, its national trade is outstanding. The country has shipped about US\$709.2 billion

worth of goods around the globe (Workman, 2020). Additionally, the Netherlands can maintain a low unemployment rate percentage. In November 2019 the unemployment rate was 4.1%, however, the unemployment rate has decreased and it's now 3.5% (Best, 2020). Therefore it is a good sign to open up a business in the Netherlands because high unemployment is not a problem and it won't affect the economy.

Life after COVID-19

Covid-19 has taken a huge toll globally. It has affected the economy drastically, politically, and socially. The Netherlands is learning to adjust to the new changes and figure out ways to keep everyone safe. For instance, shops are open and allow a maximum of two citizens to walk in together. However, Restaurants, large gathering events, festivals, hotels, and salons are permanently closed until further notice (Kraaijenbrink, 2020). According to Conor Stewart, there are 46,442 cases confirmed in the Netherlands.

Retailing Practices

Just like in most places in the world, the Netherlands' footwear, attire, and sizes are measured differently. For example, a women's footwear in the US is size 5, in the United Kingdom size 3 and in Dutch, it would be converted to a size 36. According to "Useful things to know about opening hours in the Netherlands" (2019, August 16), the majority of stores located in the Netherlands operate from Monday-Sunday with hours differentiating each day. The majority of the week hours operate from 10 am-6 pm, while Monday's store hours tend to be from 11 am-6 pm, Thursdays are 10 am-9 pm while Sundays are from 12 pm until 6 pm in the afternoon. The average time span of opening a business in the Netherlands takes roughly about

seven days. It is also a mandatory requirement to check that the company's name is appropriate and valid, this process however only takes a day (Legal, K, 2018). In order to establish a business at a particular location, this choice of location must be in line with the municipal zoning plan. This plan includes detailed rules on the land or area that can be used (Zoning plan, (n.d)). When creating a business you must choose a legal structure with or without corporate personality that must be registered at the Netherlands Chamber of Commerce (Business structures in the Netherlands: overview, (n.d)).

Why the Netherlands

The Netherlands is known to be one of the happiest countries in the world. Providing their residents with a good healthcare system, good educational system, stable economy, amazing work and life balance, residents in the Netherlands have a sense of freedom and easier pace in life. Now these aren't the only reasons as to why one would choose the Netherlands to start a business in this amazing country. The Netherlands is known to be one of the best countries for startup businesses. According to Forbes magazine the Netherlands "offers an attractive fiscal climate and a relatively easy and fast registration process for companies compared to other EU countries, while its physical and digital infrastructure has been described as 'close to perfection' by many of its successful entrepreneurs" (Coleman, 2019). The Netherlands taxation system favors foreign direct investments. Foreign direct investments also known as FDI's are investments made by a corporation or entity in one country into firm interest placed in another country. As well as giving business owners opportunities to minimize taxes by either opening a limited liability company (LLC) or by investing in particular industries. The Netherlands great

qualities does not end there, the Netherlands offers allowances to individuals or couples who move to the Netherlands. Known to be one of the easiest and fastest countries to open a business by just completing the company registration and foreigners a residents permit if they decide to reside in the Netherlands. Due to the Netherlands' vast array of multicultural people, it offers a wide range of talented, multilingual, innovative and skilled individuals who can make your vision come to life (Wedia, 2019). Nonetheless, the Netherlands has one of the most stable economies in Europe. According to Forbes magazine the Netherlands “ plays an important role as a European transportation hub, with a consistently high trade surplus, stable industrial relations, and low unemployment” (Forbes, 2018).As of 2018 the Netherlands has an annual Gross Domestic Product (GDP) of \$832 billion USD with a GDP per capita of \$48,200 USD of a population of 17.2 million people. There is no doubt that the Netherlands would be a great location for one's startup business.

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