

# Venturing Abroad? 3 Critical Reasons Why You Must Succeed On Your First Attempt



You see the potential of your business doing well in an overseas market, and are gearing up for expansion plans. First impressions definitely count and second chances, if any, are extremely rare. Thus, it is important to gain in-depth knowledge of the market you are entering, particularly, the preferences and taboos of the local culture. This will help in facilitating a well-formulated entry plan that can smoothen the path to success.

### **Failure is going to cost you**

Having your business plan backfiring on you is an expensive mistake that can mar any future chances of re-entry. It is costly and cumbersome to plan and see to the administrative nitty-gritty in preparation to take your business abroad, thus any errors you make will not only be damaging to your company's reputation but it also means that the dollars you spent will go to waste. Just imagine the damage control measures you have to undertake in an attempt to set things right.

### **A second chance doesn't come easily**

Umbro, one of the major sportswear brands, named one of its trainers, Zyklon. Unfortunately, 'Zyklon' is commonly known as the name for the gas used in Nazi concentration camps. Facing a storm of protests by the public for its cultural insensitivity to Jews, Umbro had to withdraw the shoes from the stores and make a public apology. However, many remain sceptical about how such a big company can allow such a mistake to occur. The environment of mistrust has already been established and the brand's credibility and reputation questioned.

Thus, failing to make the right impression at the first try will create a barrier between you and the consumers. Even with a new business plan, it will not be easy to launch the brand again.

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## **Time is of the essence**

It is important to strike while the iron is hot. You may have identified the perfect window of opportunity to launch your product or service in a market which faces this gap.

However, all of your planning and hard work will go to waste with a failed launch. It is going to take time to conduct an analysis of what went wrong, come up with a new approach, conduct market research and format a new entry plan. Then, there has to be an interval for consumers to calm down and hopefully forget the blunders you have made. This period of time could allow competitors to get ahead of you and diminish your chances of success.

## **Partnering a global content management expert can put you on the fast track to success**

To take your business abroad, you will need a sound business plan. Well-managed and successful companies usually have trusted advisors, lawyers for legal advice and financial planners for investment plans. If you are eyeing a share of the global market, you should have a 'global content management' expert by your side. This will immediately heighten your chances of succeeding abroad. It can be daunting to bring your business overseas, to overcome the cultural and language barrier, the unfamiliar business climate and protocols. Verztec can help to ease these fears.

Verztec offers end-to-end services as a global content management provider. From original content creation, localizing for different markets to multilingual desktop publishing, print as well as international distribution services, opt for our integrated packages to streamline the processes you have to undertake.

You shouldn't waste precious time worrying and coordinating with different suppliers while taking your business abroad. Utilize your time wisely and focus on your business strategies while Verztec deftly manages the different processes on your behalf.

Consult Verztec today to take your business further.

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Verztec Consulting Pte Ltd (Verztec) is an international ISO 9001:2015 Certified Provider of Global Content Management and Localization services in over 100 foreign languages.

With a global team of native, in-country linguists with subject matter expertise in over 26 industries, Verztec offers premium quality language services at competitive prices.

Over the years, Verztec has earned a reputation for having stringent quality assurance processes in place to ensure top quality deliverables. Our emphasis on quality and providing excellent customer service have also resulted in the increase of our loyal customers.

Verztec is the partner of choice for leading international corporations around the world, enabling effective and engaging communications across all channels.