

13. Case “Global localization strategy”

GlobalTech, a software company, aims to expand its market by introducing products to various countries around the world. To successfully adapt to local markets, the company decided to implement a localization strategy for its software. The process includes not only the translation of the interface and documentation, but also the adaptation of product functionality to the cultural and legal characteristics of each country. However, the US-based development team faces challenges due to a lack of understanding of the specifics and needs of foreign users.

Problems:

- Lack of knowledge among developers about the cultural and legal norms of target markets.
- Difficulties in communication and coordination between the US headquarters and local offices.
- The risk of creating products that may not be acceptable or effective to local users.

Questions:

1. What methods can developers use to improve their understanding of the cultural and legal characteristics of their target markets?
2. What steps should a company take to ensure effective communication and coordination between central and local offices?
3. What strategies can be adopted to minimize the risks associated with product localization?