

To: Dr. Weaver  
From: Simone Roberts  
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Re: Multicultural Memo

## Introduction

Lenovo is a Hong-Kong-based technology company that produces laptops and other hardware technologies along with solutions and services related to them. For this project, I chose to compare the US Lenovo website with the Mexico Lenovo website.

## Discussion

Both versions of the website have the same set of tabs: Products, Solutions, Services, Support, About Lenovo, and Deals. However, to start with the US site, Lenovo caters to two groups: businesses, and individual customers. The homepage contains clickable panels related to business solutions and infrastructure which are geared more towards companies, but also offers categories for individual customers, including gaming and education-focused products. Lenovo's Solutions tab is filled with business terms and links to ensure applications for every business industry are covered. The Products tab of the website showcases deals alongside vague but motivating links to reel shoppers in. Lenovo has its own business store separate from the website, so this tab is focused on the average consumer. The Services tab is very Information Technology-focused with services related to cyber security and consulting. Lenovo also advertises its upcoming technologies and industry awards to attract companies looking to improve their business. Customer service is relegated to the bottom of the page and is more of the focus of the Support tab, which houses a simplified page with easy to click buttons for technical support and other help for individual customers. The About Lenovo tab primarily advertises Lenovo's mission to other companies, investors, and potential employees, strong action verbs and its positive impacts. Lastly, the Deals tab is an extension of the Products tab with a focus on purchasing items along with helpful graphics detailing what products are on sale. The last tab is heavily consumer-focused and does not feature business deals. It's clear that Lenovo has an audience of businesses and consumers based on the mix of strategies used on each tab.

Although Lenovo Mexico has the same tabs, many of them are composed differently. Firstly, the front page is currently promoting the FIFA World Cup, an event that is popular in the Latin American world. The Products tab is quite similar but adds some more specificity to some links about what products a user is clicking on. The Solutions tab is nearly identical to the US site. The Services tab focuses more on consumers by bringing them to the top of the page. Additionally, of the companies represented through storytelling on the page, two of them are academic. The Support tab is also focused more on consumers rather than businesses and routes

the user to a separate website for support. According to the International Trade Administration, Mexican culture prioritizes the need for products' prices to be clear and for proper service to be given post-purchase (International Trade Administration, 2021). This is likely why the Services tab redirects to a website fit for support and the red color of the "Deals" button, which the US site does not have. The About page focuses more on storytelling with pictures of people beside each one, suggesting a more community-focused approach to advertising. According to Privacy Shield, Mexico made Internet access a constitutional right, which may explain some of the community-oriented stories and academic institutions shown in the services tab (Privacy Shield, 2018). Lastly the Deals tab chooses to use percents instead of currency to mark discounts and displays a market price to show good bargains. Again, this calls back to the price culture found in the country. Overall, Lenovo Mexico also caters to businesses and individual consumers but does so in ways that better fit Mexican culture and values.

As previously highlighted, the major difference between the two sites was the Services tab. For Lenovo Mexico, the tab is an extension of the Support tab and has consumers at the forefront of the audience, tying in with the cultural significance of post-purchase service and ensuring that it is easy to access. However, the US site focuses on offering business services to reinforce business products.

## Conclusion

Overall, although both sites are structured similarly and have the same audience, that does not mean that the strategies are the same. In fact, culture plays a large role in communicating effectively, even if two places are geographically close.

## References

International Trade Administration. (2021, September 2). *Mexico - Selling Factors and Techniques*. www.trade.gov. <https://www.trade.gov/country-commercial-guides/mexico-selling-factors-and-techniques>.

Privacy Shield. (2018). *Mexico - L. Internet and IT Services | Privacy Shield*. Privacyshield.gov. <https://www.privacyshield.gov/ps/article?id=Mexico-Internet-and-IT-Services>