

## Learn From Mercedes-Benz's Reputation-Damaging Mistake in the Chinese Market Your business's name is even more important than you may think.

By Timothy Carter May 3, 2021 Opinions expressed by Entrepreneur contributors are their own.

Naming a business isn't as meaningful or as significant as naming a child. But it evokes a similar feeling. This is, if things go well, your legacy: a business that could outlive you, providing

innovation, service and support for staff members for decades to come. You'll want to make sure to choose a name worthy of the enterprise. On top of that, your choice in name could impact whether the business accelerates to impressive, dominant heights or whether it fades into obscurity within years of launch.

That's a lot of pressure – and not much room for error.

Your business name will have a substantial impact on your business's success in several

Why your business name matters

## First impressions. What are people going to think when they hear this name or see it

different ways:

written for the first time? This is going to kick off the brand-consumer relationship, so it shouldn't be taken lightly.

it's unique, catchy and interesting enough, your customers will be much more likely to remember it, talk about it and engage with the brand more directly. Availability and legality. You might have an idea for a business name that's fitting,

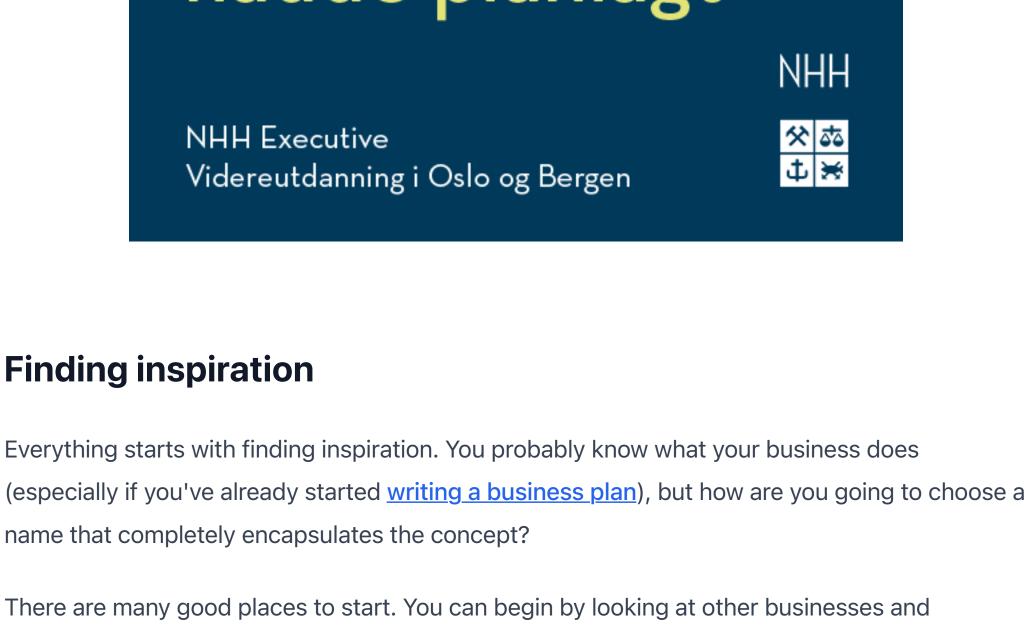
Memory and relationship. Ideally, your business name will be practically unforgettable. If

Choosing the wrong business name could get you into legal trouble later on. Marketing and advertising. Some business names are more favorable for marketing and advertising purposes than others. Choosing a strong business name can make all your

interesting and extremely memorable. But what if some other business already has it?

- marketing strategies more effective especially in the realm of search engine optimization (SEO) and digital marketing. So what are the main obstacles that stand in the way of your business-name generation?
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studying the most effective, memorable names. From there, you can get inspiration from almost

anything. Consider words in other languages, history, mythology, science and information from

You'll also have to find a way to deal with the competition. When you have a flash of inspiration

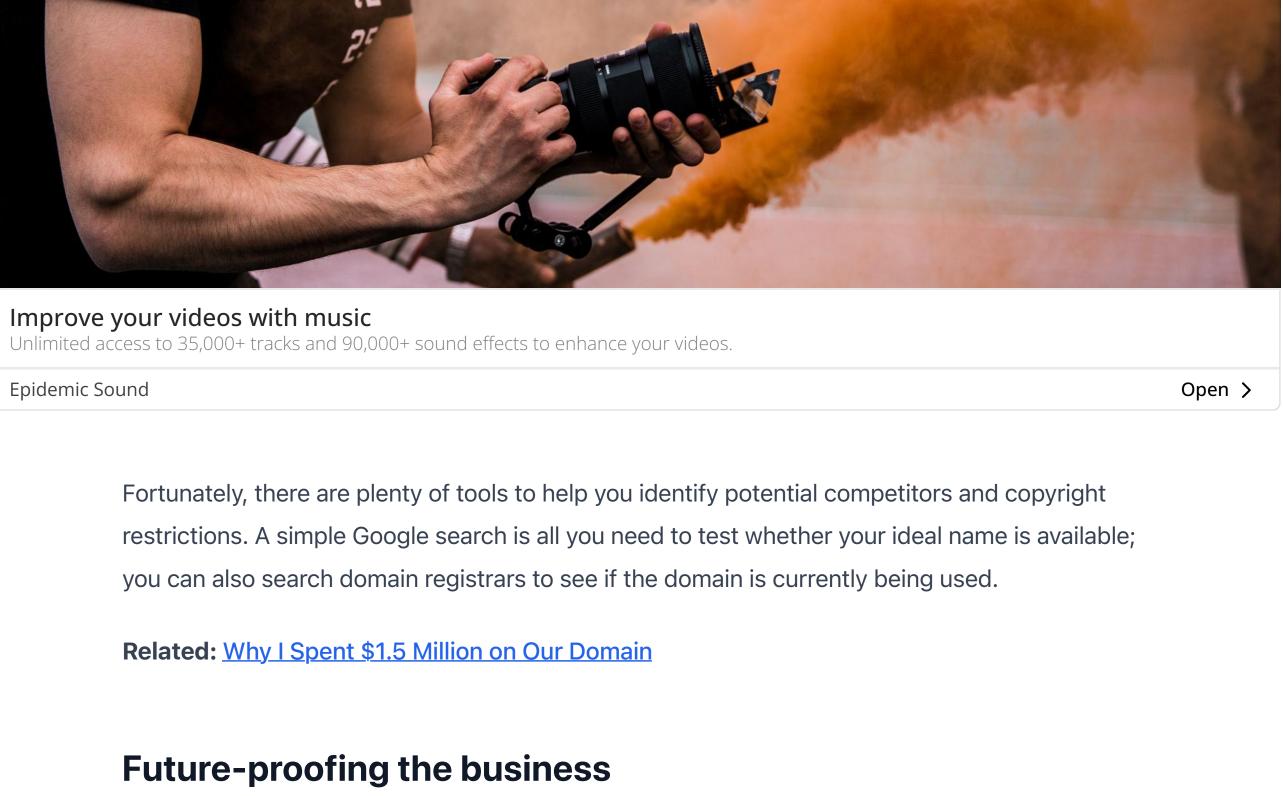
that a certain name could fit your business perfectly, there's a chance that some other

other subjects that can help you capture complex ideas concisely.

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## entrepreneur in your industry has beaten you to it.

**Dealing with competition** 



Just because a name sounds good in your native language doesn't mean it's going to work on a global scale. If you have international plans, you'll need to carefully translate the name and explore other potential options. Otherwise, you could end up damaging your company's

For example, when Mercedes Benz entered the Chinese market, they attempted to market their

brand as "Bensi" to fit Chinese dialect — not realizing that "Bensi" translated to "rush to die."

You might be able to come up with a name that serves the brand well as it exists in concept

market? It's hard to foresee what's in store for your business in the future, so you'll need to

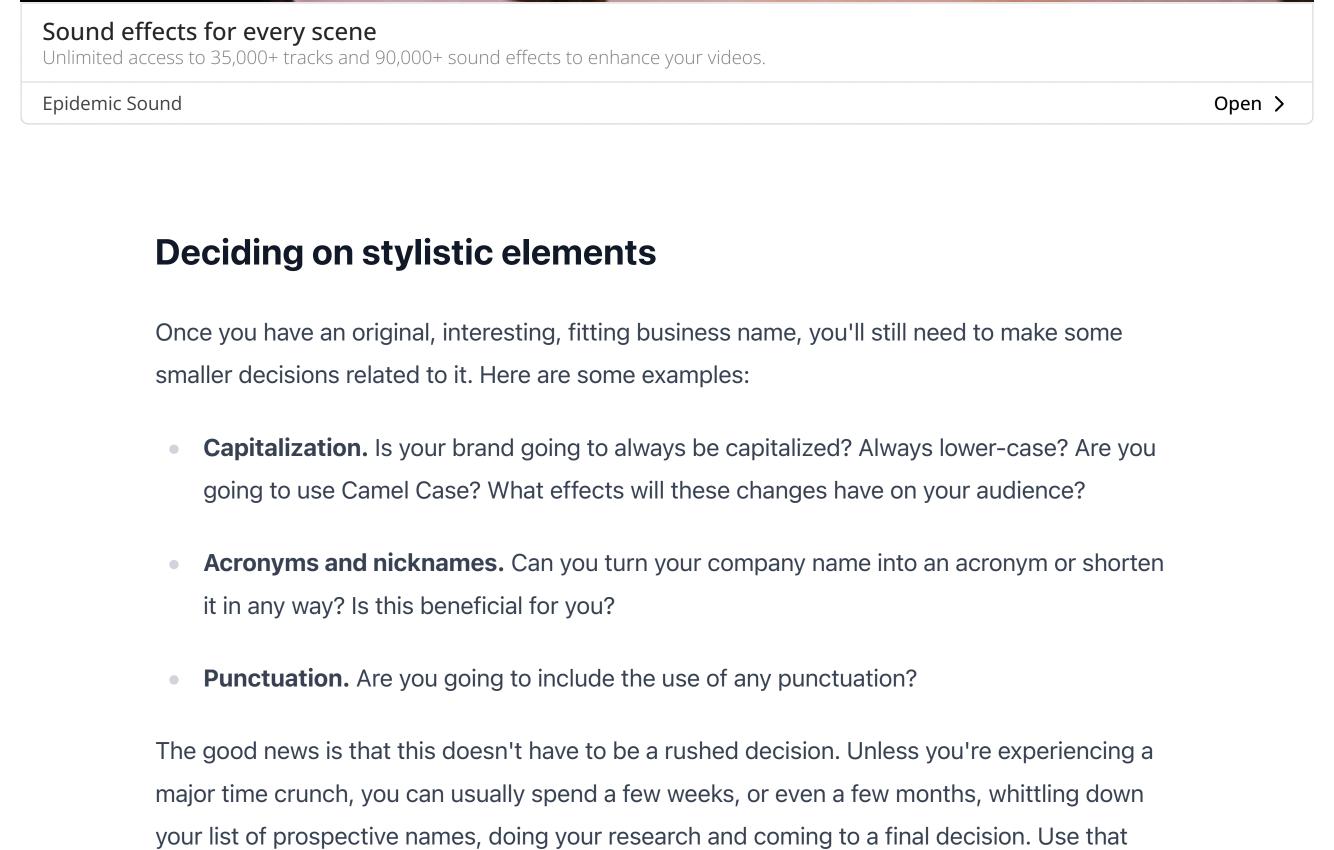
today. But what happens if your company expands and begins serving a totally different

choose a name that's flexible enough to afford you some versatility.

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**Overcoming translation issues** 

reputation with an unintentionally unprofessional name.



time wisely and give your business the best possible start — with a name that will last it forever.

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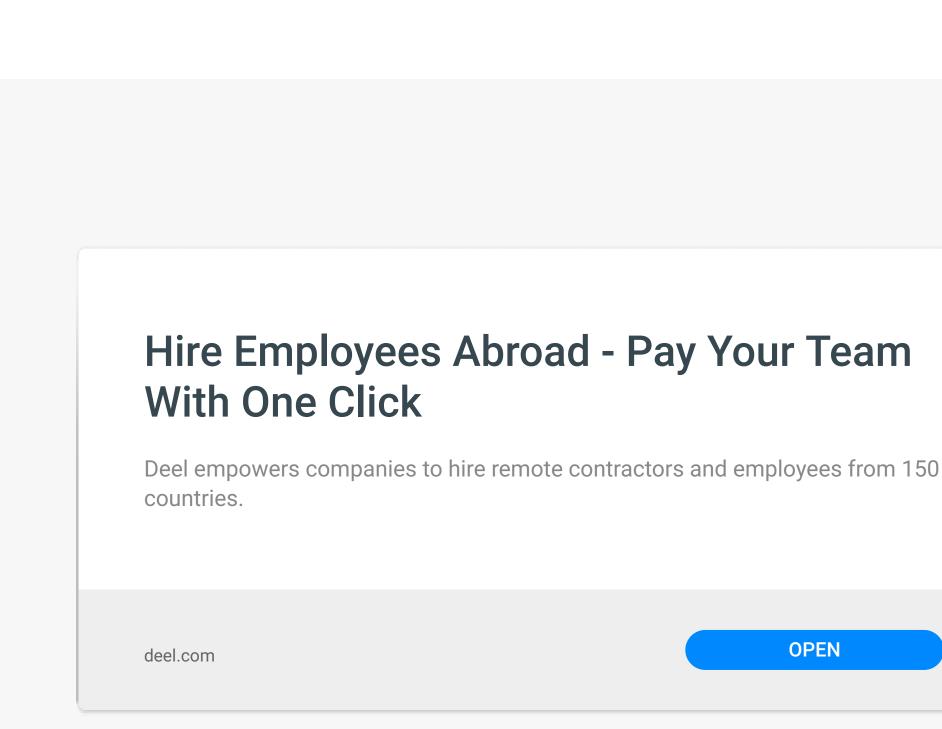
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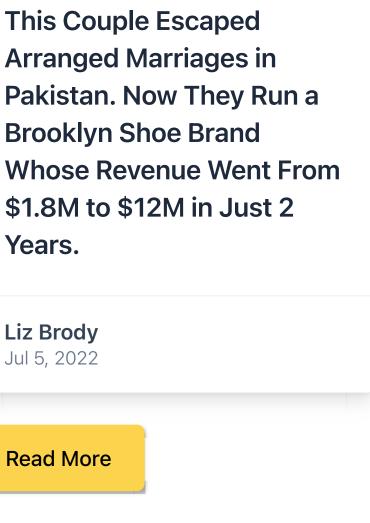
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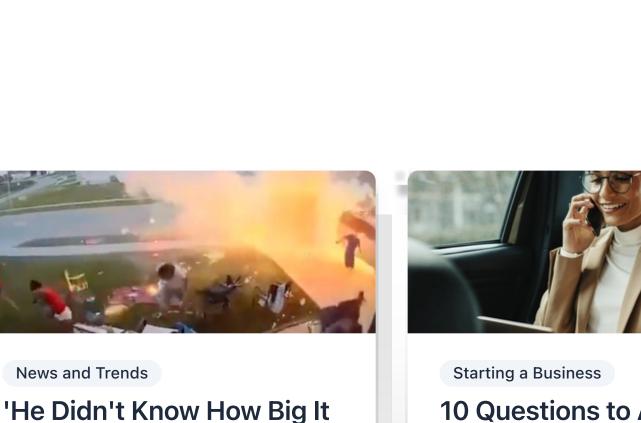
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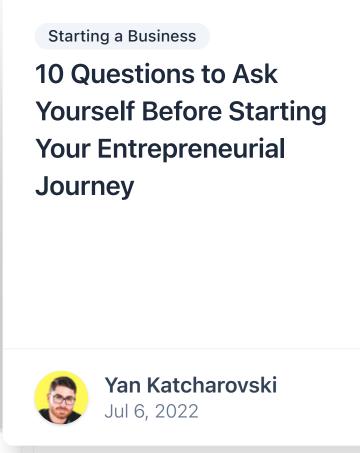
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