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**Section: Localization**

The first factor needs to be considered is Localization. Localization refers to a problem where a country does not speak English or has another official language besides English. Since English is the most common language in the world and it is the only accepted form of communication in the world, all of the product must have a label and documents ready in English before they can be go Internationally. This would bring the cost of the product to “a whole new level” since a large number of documents will need to be translated in order for the product to be processed and pre-approved before they can “export”. This is sometimes a problem because translate requires a large amount of work, as well as money and the company, must really see the potential in that country to pursue it. On the other hand, they will gain the market in that country since people there can now read and use the product in the language they can fully understand.

Localization is one of the first-factor need to be considered when a Website/Software wants to go Internationally.

However, considered Vietnam, where the majority of people speak Vietnamese and have an average of people who understand English at 30%, every product coming to Vietnam in any form of digital or physical, must have English and Vietnamese text side by side.