

14 Possible Influences on your Business Proposition

In your target market, could your product or service be sensitive to any of the following? Does this represent a barrier or an opportunity for your business?

Awareness helps you to take effective action

More On This Topic

The following course offers a deeper insight into this topic:
What With?

You can find this module at
<https://exportsavvy20.com/what-with/>

- 1 Political attitudes (colours, symbols, dress, sensitivities, etc) e.g. orange in the Ukraine
- 2 Buying or social behaviour driven by the economy e.g. the rise of discount retailers in Europe
- 3 Social attitudes (class, wealth, ethnicity, hierarchy etc) e.g. 'snob' value of UK brand
- 4 Attitudes to technology (take up of technology, trust in technology, use of internet etc) e.g. German expectation of returning a high percentage of internet sales
- 5 Attitudes to regulation and legal requirements
- 6 Attitudes to environmental issues (packaging, energy consumption etc) e.g. negative attitudes to packaging in Germany
- 7 Religious traditions (taboos, dress, eating habits, rituals and celebrations, sensitivities etc) e.g. vegetarianism in India
- 8 Other cultural traditions (formality, lifestyle, national identity) e.g. gun ownership in the USA
- 9 Service level expectations

- 10 Fashion preferences (style, colour), e.g. love of ornate decoration in the Middle East
- 11 Attitudes towards the UK

Will you need to make language changes?

- 12 Labelling (product, packaging)
- 13 Instruction manuals or leaflets
- 14 Service documentation (manuals, service content)

You might like to look at your international value proposition differently in our 'What With' Course

<https://exportsavvy20.com/what-with/>