

Globalization Mapping Solutions

ENLASO's Globalization Mapping Solutions

Market Research
Market Penetration Strategies
Risk Assessment
Compliance Assessment
Export Strategies Consulting
Brand Localization
International Customer Support Strategies
International Legal Referrals and Facilitation
International Staffing
Strategic Planning and Management Consulting
Supply Chain Management and Logistics Consulting

When you believe you are ready to take your service or product to the international market, you are likely to think first about localizing your company's content. For example, you might have received enough direct inquiries on your product from international customers to start thinking of expanding your business into new target markets. There is more to it than that, though.

Beyond localizing your content, it is important to think about the true potential of your product in the target areas. Think about how you support your domestic clients—can you give that same level of service to your international customers right now? Do you have a clear vision of your company's international growth potential? How ready is your company to fully pursue and support a variety of international markets?

ENLASO helps you to find answers to these questions and more by addressing the issues and opportunities related to penetrating the international market, and by creating a comprehensive strategy: A cost-effective road map to success using ENLASO's Globalization Mapping Solutions.

We developed our Globalization Mapping Solutions to help companies be successful from the start, avoiding the perils of a "one size fits all" solution while helping you to establish the operations needed for international expansion plans.

As your partner, we help you develop a globalization strategy that covers:

- Market Research
- Trade Barriers and Opportunities
- Risk Assessment
- Compliance Assessment
- Best Strategies for Market Penetration
- Best Strategies for International Customer Support
- Hiring, Training, and Managing the Right Human Capital
- Achieving and Managing Growth in Target Markets

Regardless of your company's level of market penetration, critical decisions can have a long-lasting impact. When making those decisions, you want a partner that can give you expert guidance to realize your vision. That partner is ENLASO.

Contact ENLASO

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Main Production Office
in Boulder, CO with
additional offices on East
and West Coasts.

Services

ENLASO's globalization mapping solutions include:

- Market Data Collection, Analysis, and Reporting
- Strategic planning for Market Penetration
- Export advisory (including Compliance Issues and Indirect Sales)
- Establishing an International Brand and Achieving Brand Recognition
- Localized Sales and Distribution
- Supply Chain Management and Logistics recommendations
- Legal Referrals (such as for Intellectual Property Rights) and Facilitation
- International Staffing, Training, and Management
- International Customer Support Strategies

Specialized Teams

ENLASO works with experts in international trade, as well as experts in your target markets to help you create the best possible strategy for your company. Your dedicated ENLASO account manager will work closely with you to understand your needs and assign the right team to partner with you.

High-Quality Deliverables

ENLASO's proven methodologies and specialized teams ensure that we deliver high-quality, effective results. We work directly with your product managers, operations managers, and other personnel to fully understand your product and current management model. We analyze your situation with regards to international markets, and help you create the best road map to follow, supporting you every step of the way with proven solutions, and zealous attention to detail.

ISO 9001:2008 Certified Language Service Provider

ENLASO is an ISO 9001:2008 certified language service provider with robust quality and customer service processes. With stringent processes at every organizational level and project milestone, ISO 9001 certification recognizes ENLASO's rigorous linguistic selection process, employee training, customer-focused account and project management, and customer service practices. In the eyes of international regulatory bodies, ENLASO's ISO 9001 certified processes are equivalent to having an in-house translation and localization department.



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