

Global Market Solutions

Industry Focused Specialization

With a customized approach to a full range of industries, the breadth of ENLASO's experience and capabilities include:

Medical, Pharmaceutical, and Biotech

IT Hardware and Software

Advertising and Marketing

Consumer Products

Legal and Patent

Finance and Accounting

Transportation

Energy

Telecommunications

Mobile and Wireless

Entertainment

CRM and ERP

Gaming

Online Dating and Social Networking

eLearning

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? Just 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 Global Market Solutions.

We developed our Global Market 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/Opportunities
- Risk Assessment
- Regulatory 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 stage 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 Global Market 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

ISO 9001 Certified Language Service Provider

ENLASO is an ISO 9001 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.

For more information or to request a quote, please contact us by phone at (866) 415-6820 or by e-mail: marketing@enlaso.com.



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