

4.2.3

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?

- 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)

The following module offers a deeper insight into this topic.

Culture, Language and Your Business Proposition

You can find it in the SavvyAcademy or in the 'Shape your Offer' area of 'Create Your Plan'.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.