**Question 3: SOLUTION**

**Some Benefits of IRISH businesses Going Global:**

1. Wealthier Economies: Irish companies operating in foreign markets may have access to wealthier customers and consumers who are prepared to pay more as countries are at **different stages of economic development -** with different income levels and standards of living. *Example – Irish GUINNESS is a very popular drink and is sold in Nigeria, the wealthiest economy in AFRICA.*
2. Profits: An Irish company expanding onto the global stage will have access to larger markets and therefore the possibility of higher income and profit levels. *Example – Waterford Crystal is a luxury glass item sold worldwide with high sales and profits from the USA and Asian markets.*

**Some Problems with IRISH businesses Going Global:**

1. Languages: Irish companies involved in foreign markets with **different languages**. Problems may arise with translations. E.g. Opel Car ‘Nova’ – translates in Spanish as “It doesn’t go”!!
2. Management: Any Irish company operating on in a global market means that it **must have a wide variety of managers** with different skills and experience to cope in these markets. These managers have to be recruited internationally. Not easy to get these managers!
3. Competition**:** The number of competitors, their strengths and weaknesses must be assessed by Irish companies before entering a market. The wealthier the competitors and the greater their resolve to protect their markets, the greater the cost may be for the Irish company to enter a market. Example: Imagine an Irish tech company trying to out-muscle Google, Facebook or Microsoft out of America!!