

Franchises essay sample

[Economics](#), [Trade](#)



Sports are an important factor in the culture of the United States of America. Numerous US sports franchises exist as part of developing the sports sector of the country. Indeed, quite a number of American sports franchises have already succeeded in the global scene, as others are following suit. In planning to venture into the global scene, a US franchise ought to consider various factors relevant to the local culture. This involves the clientele that you have got as well as the cultural differences that exist between the American culture and the culture of the country where the franchise wants to establish its presence. In order to successfully new clients, the US franchise must understand those differences in culture that do exist between their country and the country of concern. Such differences in culture include religion, manners, customs, values and attitudes, language, social structures, and personal communication (Kexiang et al., 2011).

In the recent past, almost all American teams comprised only American athletes or those athletes who were specifically trained in the United States. Another barrier to their global recognition is the cultural question. For instance football in the American context refers to baseball. On the other hand, the same football refers to soccer in Europe and other parts of the world. This is one of the most hindering situations or circumstances that ever occurred to the US sports franchises in their endeavor to launch their global presence. Every country has its own culture, and it becomes hard to predict what they will embrace. In the case of baseball, almost all Americans enjoy the sport; however, the same sport is not widely recognized elsewhere in the world as it is in America.

Therefore, before the franchises launch their global presence, it would be

advisable first to consider the culture of every other country they are interested in. This falls well within adequate market research in order to minimize business risk. On the other hand, it would be reasonable or logical to incorporate foreign athletes in the American teams so that it becomes clear to other countries that US franchises get interested in. Just like in business, any firm or organization wanting to internationalize, the US sports franchises must be willing to adapt to the customs and culture of other countries. For such cases as sports, this will mean knowing the sports rules, how the sport is played, and general but important sportsmanship (Rebecca et al., 2007).

On placing of tariffs on all imported products, this would halt international trade. This is because free flow of goods and/or products plays a critical role in international trade. In fact, for any country to be considered as international-trade-friendly, such aspects of placing tariffs on imported goods should be abolished. This will then create a leeway for proper interaction of trading countries to the point of establishing trade pacts and agreements. Tariffs also contribute to added costs at the consumer level. Since the governments' role is to preserve their citizens' stability to trade, it then becomes hard for such countries to trade with their partners effectively. Eliminating such bottlenecks yields free pathways for trade and the subsequent leveling of the cost of products by the citizens.

References

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