

# Ireland

Business



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There are several issues that a U. S. corporation needs to consider before expanding rubber manufacturing and distribution in Ireland. Starting with the legal issues, my team needs to make sure that the company's name has not been in use by another company in Ireland.

We would do this by conducting a search with the Ireland State Agency, the office belonging to the Secretary of State, in order to avoid legal battles that might arise from breaching copyright regulations of company names in Ireland. If our company's name is in use in Ireland, we may decide to alter our name in such a way that we will still maintain our identity and seem different from the already existed company. Other legal issues of crucial consideration are business licenses. In fact, these are significantly critical now that we want to expand to another country that has different laws and legislation guiding corporations (Leavy & Wilson, 2010). Our company might require varied licenses or permits that might need charges. Minimally, we would require a business license as well as tax registration.

Besides, there is a need of respecting confidentiality and non-disclosure agreements of Ireland. This is crucial as our company would set up financing for its business. Moreover, it would enter into contracts with other suppliers from Ireland. We need also to consider the zone in Ireland that we are to establish the company. This is because there might be regulations on company space and housing, which are things that might lead to legal repercussions if we do not consider in advance.

We should give a lot of attention to the ownership of our enterprise because it will not have domestic control but rather foreign control. We should ensure

to get information on whether the rubber manufacturing and distribution industries are active in terms of imports, exports, inward as well as outward foreign direct investment (FDI). FDI refers to a direct investment into offering services in a country by a business company in another country (Davenport, 2010). This is possible through buying a company in the aimed country or the expansion of business operations in that country. In our case, we would take interest in the FDI, arising from expansion of our rubber manufacturing and distribution company in Ireland.

There are significant opportunities and strengths of doing business in Ireland. First, we expect high profits from our business in Ireland. This is because the cost of goods and services in Ireland is higher than that in the United States as the country is an island with a limited population. Our company would maximize profits by boosting of ready supplies from the mother branch in the United States and selling them at a high price in Ireland. Other strengths of doing business in Ireland are the assurance of political stability, low bureaucracy, and low tax environment that are supportive issues of entrepreneurs (Davenport, 2010). In fact, the World Bank (2011) states that Ireland is the easiest place to start a business in the European Union.

Besides, Ireland has a young and talented workforce with exemplary technical specifications, language, and customer service capabilities (World Bank, 2011). There are various cross-cultural issues concerning the United States and Ireland. Ireland is relatively tiny in size both in population and geographic area (Leavy & Wilson, 2010). This has significant consequences particularly in infrastructure. Ireland lags behind in terms of roads, public <https://assignbuster.com/ireland/>

transport, healthcare and business buildings among other things. This is because the country has only recently started to experience economic prosperity.

Another cross-cultural issue concerns language. Language is crucial as it influences decisions in choosing the workforce and the cultural changes that a company might need to make in order to ensure maximum productivity. The official languages of Ireland are Irish and English. Other languages like Scots, Shelta, Polish, and French also exist. The above cultural issues are different from those in the United States.

First, the United States is extensive in terms of population and geographic area. Besides, the infrastructure in the United States is superior to that of Ireland (McCormack, 2001). In terms of language, the United States' primary language is English. This contrasts with Ireland where Irish is a primary language in addition to English. Thus, our company needs to be cognizant of these changes and adopt a strategy to overcome them.

For instance, in terms of infrastructure, the company might opt to build its own state of the art offices instead of relying on the existing ones. Moving on to language, the company should consider hiring not only English speaking personnel but also Irish speaking ones, among other languages spoken in Ireland. It is crucial to consider protocol and etiquette issues while expanding to Ireland. A clear chain of command will be in charge of the daily functioning of the company. The overall boss could be the director, who could be answerable to the mother office in the United States. The company will take

into account gender representation, policies on transparency, accountability, customer care, and clothing, among others.

Concerning management issues, there would be effective conflict resolution strategies such as negotiation, mediation, and arbitration. The management would lean more towards democratic tendencies rather than autocratic ones. Team building would arise from focus on group work, as well as the establishment of a workers' union. Regular workshops and trainings would ensure that the workers become confident and bold in their undertakings, which are traits of assertiveness. The company needs to have a clear goal in order to be successful. In this case, the goal is to expand rubber manufacturing and distribution services in Ireland by next year in order to maximize profits.

All the workers in the company should abide by this goal.