

## References to Business Localisation

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In the real world of business today, factors influencing the extent of localization include the nature and scope of the product concerned, the size of the target market and audience, the length of the product lifecycle and anticipated update frequencies, competitor behavior, market acceptance, and national or international legislation. Only after performing a thorough analysis of these issues, along with the related risks, should a decision not to localize, or to localize only in part, be made.

Choosing what to localize and how extensively depends on a company's specific business priorities and needs. Localization is thus another business process, not a task done for its own sake. That said, localization should not be viewed as just a cost, but as the opportunity cost to unlock new markets.

### Round Table Conferences